

ROSS REPORTS—TELEVISION INDEX

JULY 14-20, 1958

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VOLUME 10

NUMBER 29

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (July 15)

CBS- 8:30-9pm NYT (7:30-8pm LAT), Weekly; DEBUT - Keep Talking - LIVE from NY; to the net. (Replaces The Adorn Playhouse, last show July 1. The July 8 program in the time was a one-time re-run film). § Monty Hall is m.c. for this panel comedy game. Two teams of three members each compete, with the articulate personalities on the teams attempting to conceal secret phrases so that the opposition cannot detect them in the course of conversation.

§ Sustaining.

§ PKGR- Wolf Enterprises(NY) in assoc with CBS-TV; Creator & Prod- Herb Wolf; Assoc Prod- Alan Gilbert; Dir- Jerome Shaw; Sets- Sy Tomashoff.

Wednesday (July 16)

CBS- 7:30-8pm NYT, Weekly; TITLE DEBUT - Twilight Theatre - FILM; to the net. (Replaces Sing Along, last show July 9). § Re-runs of films originally presented over the CBS net as part of Schlitz Playhouse.

§ Sustaining.

§ PKGR- CBS-TV; Film Prod- Meridian Productions, Hollywood.

Saturday (July 19)

NBC- 5-5:30pm NYT, Weekly, 3 weeks only; DEBUT - Racing From Monmouth - LIVE via remote from Oceanport, N. J.; to the net. § Telecasts of stake races from Monmouth Park, Oceanport, N. J., on three successive Saturdays, with Morris Tobe calling the races and Don Dunphy handling interviews and color.

§ Sustaining.

§ PKGR- NBC Sports(NY); Prod- Barney Nagler; Dir- Ted Nathanson.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Shirley Temple's Storybook (Approx every 2 or 3 weeks, various times, evenings) July 15, Tuesday, 8-9pm NYT & LAT, FILM, "The Little Lame Prince," adapted by S. S. Schweitzer from the story by Dinah Maria Mulock Craik, starring Rex Thompson and Lorne Greene (see page B for other cast credits).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Who Do You Trust; TITLE CHANGE effective July 14, Mon thru Fri, 3:30-4pm NYT. Program was previously titled, Do You Trust Your Wife?

Traffic Court; SCHEDULE CHANGE effective July 20; program moves to Sundays, 9-9:30pm NYT. It has been seen Wednesdays, 9:30-10pm NYT, last show in this time will be July 16. The Baseball Corner, currently on Sundays, 9-9:30pm NYT, moves to the Wednesday, 9:30-10pm NYT spot, effective July 23.

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OTHER NETWORK CHANGES



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TALENT SHOWSHEET AND SCRIPT REPORT - JULY 14 - JULY 20

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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of Ozzie & Harriet, Adventures of Tin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Bachelor Father, Broken Arrow, Burns & Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond, Private Detective, Dragnet, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun, Will Travel, Alfred Hitchcock Presents, Lassie, Leave It to Beaver, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams & Eve, No Warning, People's Choice, Dick Powell's Zane Grey Theatre, Real McCoys, Restless Gun, Schlitz Playhouse, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train, Zorro.

## PREVIOUS WEEK - ADDITIONS AND DELETIONS:

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; 7/11 - ADD: Gogi Grant(S).

JACK PAAR SHOW; NBC 11:15pm; 7/11 - ADD: Milbourne Christopher(magician).

DICK CLARK SHOW; Saturday July 12; ABC 7:30pm - ADD: Jimmy Clanton(S), Don Gibson(S), Lillian Briggs(S).

COUNTRY MUSIC JUBILEE; Saturday July 12; ABC 8pm - DELETE: Tex Ritter; ADD: Webb Pierce(S).

MIDWESTERN HAYRIDE; Saturday July 12; ABC 10pm - ADD: Judy Kay(S).

LOOK UP AND LIVE; Sunday July 13; CBS 10:30am - ADD: Diary of a Teenager (Nine-part series): Episode #2; with regulars & James Broderick, Jacqueline McKeever.

CAMERA THREE; Sunday July 13; CBS 11:30pm - ADD: Irish Writers of This Century; Discussion by Frank O'Connor, Padraic Colum, Thomas Clancy(A).

## MONDAY JULY 14

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TALENT SCOUTS CBS 8:30pm(7:30) The Mound City 7(M), Beverly Foster(S), Felix DeBarcelona(S).

STARS OF JAZZ ABC 9pm(10:30) Connie Haines(S), Joe Darensbourg & his Dixie Flyers(M).

POLKA-GO-ROUND ABC 9:30pm Add Regulars: The Singing Waiters. Guests this week are: The Valdemars Dzelma Latvian Dancers

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) Man Under Glass; (O) Richard Berg; with Albert Salmi, Peggy Ann Garner, Michael Landon, Jason Robards, Sr; Dir - Ronald J. Winston.

SUSPICION NBC 10pm The Imposter; (O) Theodore Apstein; with Roddy McDowall, Kent Smith, Joanna Moore, Elizabeth Wilson, Geoffrey Lumb; Dir - Don Medford.

TUESDAY JULY 15

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Shirley Temple's Storybook NBC 8pm The Little Lame Prince; (O) Dinah Maria Mulock Craik; (A) S. S. Schweitzer; with Rex Thompson, Lorne Greene, James Mitchell, Joan Weldon, Katherine Squire, George Mitchell, Mickey Finn, Peter Forster, Ottola Nesmith, Lloyd Corrigan, Whit Bissell, Anna Lee, Jean Engstrom, David Garcia; Dir - Harry Horner.

## WEDNESDAY JULY 16

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KRAFT MYSTERY THEATRE NBC 9pm The Man Who Didn't Fly; (O) Margot Bennet; (A) Jerome Cooper-smith; with William Shatner, Pat Bosworth, Walter Brooke, Jonathan Harris; Dir - Michael Dreyfuss.

WEDNESDAY JULY 16 (Cont'd)

US STEEL HOUR CBS 10pm Flint and Fire; (O) Dorothy Canfield; (A) Robert Van Scoyk; with Robert Culp, Gloria Vanderbilt, Edward Andrews, Una Merkel, Jane Rose, Abby Lewis, Enid Markey, Arthur Hughes; Dir - Paul Bogart.

THURSDAY JULY 17

Playhouse 90 CBS 9:30pm Edge of Innocence; RE-RUN of 10/31/57.

Buckskin NBC 9:30pm Outlaw's Boy; with regulars & Tom Masters.
(Tommy Nolan)

FRIDAY JULY 18

Jefferson Drum NBC 8pm The Lawless; with regulars & Robert Anderson, Richard Cutting, (Jeff Richards) Karl Swenson, Frank Gerstle, Karl Lukas, Harry Tyler; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD shows - JULY 14 - JULY 18

MODERN ROMANCES NBC 4:45pm(1:45) (O) Bob Corcoran; with Valerie Cossart, Paul Stevens, Millette Alexander, Truman Smith.
(Frank Farrell)

JACK PAAR SHOW NBC 11:15pm 7/14 - Allen Funt; 7/15 - Zsa Zsa Gabor(A), Cliff Arquette(C), Sylvia Sims(S), Dr. Giovanni(pickpocket); 7/16 - Genevieve(S), Don Cherry(S); 7/17 - Cliff Arquette(M), Zsa Zsa Gabor(A); 7/18 - Blossom Dearie(S), Eric Eisner, Genevieve(S), Tom Poston(C).

SATURDAY JULY 19

JIMMY DEAN SHOW CBS 12 Noon Jaye P. Morgan(S), Morgan Brothers(S).

TRUE STORY NBC 12N(4pm) (O) Irving Elman; with Diana Douglas, Staats Cotsworth, Jo Ann Le Compte, Frank Sutton.

DICK CLARK SHOW ABC 7:30pm George Hamilton IV(S), Bobby Darin(S), Jack Scott(S), Duane Eddy(S).

COUNTRY MUSIC ABC 8pm(8:30) Tex Ritter(S), Brown Trio(S).
JUBILEE

BOB CROSBY SHOW NBC 8pm Georgia Gibbs(S), Jimmie Rodgers(S), Max Bygraves & the International Youth Jazz Orchestra.

MIDWESTERN HAYRIDE ABC 10pm Ruby Wright(S).

SUNDAY JULY 20

ED SULLIVAN SHOW CBS 8pm Mickey Rooney(A) & Teresa Brewer(S) sub for Mr. Sullivan as Co-Hosts, presenting the 5th annual All Army talent show with the 16 top talent winners.

STEVE LAWRENCE & EYDIE GORME SHOW NBC 8pm Keenan Wynn(A), Vivian Blaine(S), Don Knotts(C)

Decision NBC 10pm The Danger Game; (O) Frank Gill, Jr. & G. Carleton Brown; with Ray Danton, Patricia Donahue, Sebastian Cabot, Genevieve Aumont, Gerald Milton, Burt Metcalfe, Jan Arvan, Steve Conte; Dir - Irving Brecker.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Six of the nine Du Pont Show of the Month specials to be presented on CBS next season have been decided, including the two productions to be produced by CBS and four of the seven to be produced by Talent Associates. CBS, under the supervision of Richard Lewine, will produce Joseph Conrad's "Victory," and Shakespeare's "Hamlet," the latter performed by England's Old Vic Company. The Talent Associates productions will be Mary Chase's "Harvey" (leading off the season on Sept 22, Monday, 9:30-11pm NYT); Dumas' "The Count of Monte Cristo," Giovanni Guareschi's "The Little World of Don Camillo," and Barrie's "What Every Woman Knows." Dates for the presentation of each will be set in the future.....The new ABC daytime pattern starting in the fall will utilize six half-hours daily, five days a week. The half-hour blocks will run: 11-11:30am, 12noon-12:30pm, 12:30-1pm, 1-1:30pm, 2-2:30pm and 3-3:30pm, all NYT. The only programs that seem to be set as of now are a Liberace strip in the 12-12:30pm spot and Peter Lind Hayes with Mary Healy at 2-2:30pm NYT. When the season kicks off the net will be able to program continuously thru the afternoon, except for local program breaks, for the first time in its history. Previous expensive attempts, such as the Breakfast Club telecasts in the morning and the Don Ameche-Frances Langford show at the noon hour, were isolated programs, impossible to support on the basis of local programming to assure advertisers some protection in building and holding an audience. The expensive network showcases put an impossible burden on the net's affiliates, since they had to open shop much earlier than local advertisers preferred. The only problem now facing ABC is how to assess the possible success of some of the programs that will fill the schedule. All nets have failures, but since ABC is starting from scratch, pressure will be felt throughout the entire lineup.

Bill Asher, one of the more travelled TV producers, with a wide background in live variety and filmed drama and comedy shows, will take over as producer-director of The Dinah Shore Chevy Show for the 1958-59 season.....Del Mann will produce three Playhouse 90 dramas next season, all Fred Coe productions for the series. Mann will lead off the season with an un-named production scheduled for Sept 25.....Ted Mills will produce the new Patti Page Show, starting over ABC on Sept 24, Wednesdays, 9:30-10pm NYT, for Oldsmobile thru D. P. Brother & Co. Jack Rael, Miss Page's manager, will handle the music.....Fred Astaire's first of two one hour live musicals has been set for Oct 17, Friday, 9-10pm NYT over NBC. Chrysler Corp., thru Leo Burnett Co., Inc., will sponsor both shows, with the second scheduled for the spring.....The day CBS announced that Florence Henderson had been signed to star as Meg in the Oct 16 production of "Little Women" (Margaret O'Brien will play Beth) was also the last day for Miss Henderson's first regular net show, Sing Along, which folded after a six-week run. Consensus was that the community sing gimmick throttled any possibility of the show getting up off the floor.....CBS upped Lester Gottlieb to the new post of director of program development. He had been a general executive for the TV net.

National Biscuit Co thru McCann-Erickson, Inc., will sponsor one-half of the alternate week of NBC's Wagon Train, Wednesdays, 7:30-8:30pm NYT, effective Oct 8. The Ford Division, Ford Motor Co., sponsors the full alternate hour. New films in the series will start Oct 1.....Brains and Brawn, a unique quiz show based on competition between two two-man teams, one an athlete and one an intellect, based on a successful French TV show, will be seen over NBC, Saturdays, 10:30-11pm NYT, starting in September, sponsored by Liggett & Myers Tobacco Co for L & M and Oasis cigarettes. The telecast will originate live from NY, with nationwide remote live pickups. The show will be packaged and produced by Herb Moss (Ile de France International Productions, Inc), with Pierre Bellemare, producer and star of the French program, as consultant.....The Bell Telephone Companies (AT&T) will sponsor eight one-hour specials over the NBC net next season, with the first, a new science film, to be shown Oct 23, Thursday, time not set. Four of the programs will be filmed science programs, including two new ones produced by Warner Bros., and repeats of two of the previous films produced by Frank Capra. The other four programs will be live music and dance shows originating in New York, produced by Henry Jaffe Enterprises. Donald Voorhees and orchestra will provide the music for the series, which will be all color.

Titles for TV series don't always explain the package, or familiar phrases are sometimes moved for effect. Rough Riders, the new ABC series starting Oct 2 (changed from Sept 18), Thursdays, 9:30-10pm NYT, sponsored by P. Lorillard thru Lennen & Newell, Inc., deals with the period after the Civil War and has no connection with either the Spanish-American War or Teddy Roosevelt. The series will concern the adventures of an ex-Union officer, an ex-Confederate officer and an ex-Union sergeant, as they seek a new life in the West (where else?).....No one seems to have remarked on the kinship between the Western series based on the adventures of traveling gunmen who are always on the side of law and order, and the adventures of private detectives who always solve cases for the police. Of course, the touches of romantic sex interest in the Westerns are still a good deal more restrained than the love 'em and leave 'em private eyes. There's also little difference, aside from transportation and modern detection methods, in the stories of Western law, whether it be on the prairies or in modern-day Los Angeles or San Francisco.

Gothic Corp (George F. Foley) has established a new Research and Sales Service for program developers to provide counsel, assist in the production of series pilots and help sell pilots already produced. Foley believes that 25 per cent of unsold pilots might have been saleable had the investors in them sought and received sound advice on how to properly put together the pilot. Gothic intends to handle a maximum of ten programs a year through its new service.

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (July 21)

CBS- 10-11pm NYT (9-10pm LAT), this date only; SPECIAL - The Ruble War -- The Crisis and Beyond - LIVE & FILM from NY; to the net. (Preempts Studio One in Hollywood, this day only). § A special report by CBS News correspondents around the world, on Russia's threat to America through the Soviet Union's accelerated foreign aid program; with additional comment on the current Middle East situation. Howard K. Smith will moderate the correspondents' discussion. § Sustaining.

§ PKGR- CBS News, Special News Unit(NY); Prod- Leslie Midgely; Assoc Prod & Dir- Av Westin; Asst to Prod- William Greif; Researcher- Jane Bartels; Writer- John Sharnik.

Sunday (July 27)

ABC- 10-10:30pm NYT & LAT, Weekly; RETURN - Scotland Yard - FILM; to the net. (Replaces The Mike Wallace Interview, last show July 20). § Re-runs of the films seen previously this season over the network. Edgar Lustgarten is host and narrator of the series.

§ Sustaining.

§ PKGR & Film- Anglo Amalgamated Film Distributors, Ltd., England; Prod- Alec Snowden; Dirs- Montgomery Tully, others; Writers- Various.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Maverick (Sun, 7:30-8:30pm NYT & LAT) The Drackett Co (Windex, Drano, Twinkle) thru Young & Rubicam, Inc(NY) became a one-quarter sponsor alternate weeks, effective July 13. The Kaiser companies continue as full sponsors of all other program time.

CBS- Name That Tune (Tue, 7:30-8pm NYT; 6:30-7pm LAT) Repeat kinescopes and tapes of highlight programs of the past season, beginning July 22, for four weeks.

P.G.A. Golf Tournament; SPECIAL July 19, 20; Sat, 5-6:30pm NYT, Sun, 5:30-6:30pm NYT, this date only; LIVE via remote from Havertown, Pa., to the net. § Jim McKay and John Derr describe the play at the 40th annual Professional Golfer's Assn tournament at the Llanerch Country Club, Havertown, Pa. For the first time, the tourney will involve 72 holes of medal play, instead of match play.

§ Co-op.

§ PKGR- CBS Sports(NY); Prod- Judson Bailey.

NBC- Wagon Train (Wed, 7:30-8:30pm NYT & LAT) General Foods Corp (Various Products) thru Benton & Bowles, Inc(NY), became sponsor of a half-hour, alternate weeks, effective July 9. Edsel Div, Ford Motor Co., continues as alternate week sponsor.

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OTHER NET CHANGES

ROSS REPORTS—TELEVISION INDEX. Service Subscription Rates: \$125 per year (or \$33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

TALENT SHOWSHEET AND SCRIPT REPORT - JULY 21 - JULY 27

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## PREVIOUS WEEK - ADDITIONS AND DELETIONS:

CHEVY SHOWROOM STARRING ANDY WILLIAMS; Thursday July 17; ABC 9pm - ADD: Betty Anne Steele(S).

JACK PAAR SHOW; NBC 11:15pm; ADD: 7/14 - Betsy Palmer(A), Diahann Carroll(S), Henny Youngman(C); 7/16 - Ted Reid(C); 7/17 - Diahann Carroll(S), Reneaux(magician).

CLUB OASIS STARRING SPIKE JONES; Saturday July 19; NBC 9pm - DELETE: 7/19 & 7/26 - Helen Grayco as cast member; ADD: 7/19 & 7/26 - King Sisters(S).

LOOK UP AND LIVE; Sunday July 20; CBS 10:30am - ADD: Diary of a Teenager; (Nine-part series); Episode # 3; (O) Clair Roskam; with regulars & Lowell Harris.

CAMERA THREE; Sunday July 20; CBS 11:30am - ADD: Irish Writers of This Century; (Second of three programs); with Liam Gannon, Tom Clancy, Eamon Flynn, Michael Clarke-Laurence, Rex O'Malley; Dir - Anthony Farrar.

ED SULLIVAN SHOW; Sunday July 20; CBS 8pm - DELETE: Mickey Rooney(A); ADD: Jack Carter(C).

## MONDAY JULY 21

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TALENT SCOUTS CBS 8:30pm(7:30) Buffalo Bills(S), Chuck Nelson(S), Joe Schirmer(M), Doris Hines(S-mimic), John Bubbles(S-D), The Liquidaires(novelty), Rod Alexander Dancers.

STARS OF JAZZ ABC 9pm (10:30) Harry James & Orchestra, Jilla Webb(S).

POLKA-GO-ROUND ABC 9:30pm Gruza Serbian Folklore Dancers.

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) PRE-EMPTED by: The Ruble War - Russia's Economic Threat to America.

SUSPICION NBC 10pm The Death of Paul Dane; (O) Morton Wishengrad & Virginia Mazer; with Eli Wallach, Warren Stevens, Janice Rule, Peggy McCay, Mike Kellin, Jamie Smith, Gary Morgan; Dir - Elliot Silverstein.

TUESDAY JULY 22

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THE INVESTIGATOR NBC 8pm with Valerie Bettis, Margaret Phillips, Bernard Kates, Russell Hardie, Alfred Ryder, James Vickery.  
(Lonnie Chapman, Howard St. John)

## WEDNESDAY JULY 23

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KRAFT MYSTERY THEATRE NBC 9pm Focus on Murder; (O) George Harmon Cox (from novel of the same name); (A) Mel Goldberg; with Si Oakland, Phyllis Hill, Olive Deering, William Zuckert, Roy Poole, Val Avery, Therese Hunt, Joe Walsh, James Bender; Dir - Bill Corrigan.

WEDNESDAY JULY 23 (Cont'd)

ARMSTRONG CIRCLE CBS 10pm Thirty Days To Reconsider; RE-RUN of 3/5/58.
THEATRE

THURSDAY JULY 24

Playhouse 90 CBS 9:30pm Before I Die; RE-RUN of 1/23/58. Host is Leslie Nielsen.

Buckskin NBC 9:30pm The Ballad of Dan Pruitt; with regulars & Margaret Lindsay,
(Tommy Nolan) Vic Tayback, Tom Pittman.

FRIDAY JULY 25

Schlitz Playhouse CBS 9:30pm Long Distance; (O&A) Harry W. Junkin; with Jessica Tandy,
Phil Ober, Isobel Elsom, Oliver Megowan, Roscoe Ates, Carl Ben-
ton Reid, Joanne Davis; Dir - John Brahm.

MULTIPLE & ACROSS-THE-BOARD SHOWS - JULY 21 - JULY 25

TODAY NBC 7am 7/24 - Whittemore & Lowe(M).
(Dave Garroway)

MODERN ROMANCES NBC 4:45pm(1:45) (O) Bob Corcoran; with Ed Peck, Richard Robbins, Katharine
(Kathryn Murray) Balfour, Mike Constantine, Ray Boyle.

JACK PAAR SHOW NBC 11:15pm 7/21 - Gypsy Rose Lee, Genevieve(S), Mary Lou Brewer(S); 7/22 -
Cliff Arquette(C), Bett White(C); 7/23 - Virginia Graham, Chris-
topher Lynch(S); 7/24 - Bett White(C), Cliff Arquette(C), Danny
Scholl(S); 7/25 - Genevieve(S), Lou Holtz(C), Danny Scholl(S).

SATURDAY JULY 26

JIMMY DEAN SHOW CBS 12 Noon George Hamilton IV(M-S), Wyoma Winters(S).

TRUE STORY NBC 12N(4pm) Lone Woman; (O) George Lowther; with Loretta Leversee, Jane
Rose, Frank Marth, John Kellogg.

DICK CLARK SHOW ABC 7:30pm * Tony & Joe(S), Connie Francis(S), The Olympics(S), Bill Justis(S)

COUNTRY MUSIC ABC 8pm(8:30) Chet Atkins(M), Merle Travis(M).
JUBILEE

BOB CROSBY SHOW NBC 8pm Dorothy Collins(S), Kalin Twins(S).

SUNDAY JULY 27

ED SULLIVAN CBS 8pm Mickey Rooney(A), Ernie Kovacs(C), Gisele MacKenzie(S), Gordon
SHOW MacRae(S), Sheb Wooley(S), The Goofers(M), Bobby Van(D), Frisco
Four(S), George Givot(C), Paul Hampton(S), Jean Wald & her all-
grandmother orchestra.

STEVE LAWRENCE & NBC 8pm Tony Bennett(S), Pat Carroll(C), Eddie Bracken(A), Don Adams(C).
EYDIE GORME SHOW

CHEVY SHOW NBC 9pm Mickey Shaughnessy(C).

Decision NBC 10pm The Tall Man; (O) Aaron Spelling & Charles O'Neal; with Michael
Rennie, William Phipps, Dean Stanton, Henry Brandon, Kem Dibs,
Jean Willes, Ellen Corby; Dir - Thomas Carr.

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

Playhouse 90 is out to start off its season on Sept 25 with as newsworthy a dramatic script as possible, presenting "The Plot to Kill Stalin," an original by David Karp. Harrison Salisbury, N. Y. Times Moscow correspondent from 1947 until after the death of Stalin in 1953, assisted Karp in his research and will act as technical adviser. The drama will be the first of the seven Fred Coe will produce for the series and will be directed by Delbert Mann.....Reginald Rose, who was practically a "house" writer for Studio One during the years 1954-56, has been signed by CBS to do an original for Playhouse 90, with a further option that CBS will be given first consideration of all of Rose's original television plays during 1959. (As of now, Playhouse 90 represents the only market for writers doing one hour or longer TV scripts for placement next season).....NBC's new game series, Concentration, a Barry & Enright creation, has had its debut delayed until Aug 25. The rebus-type quiz game, with Hugh Downs as host, was to replace Truth or Consequences next week, Monday thru Friday, 11:30am-12noon NYT, but Truth will continue in its time period through Aug 22. Apparently, or according to best trade rumors, Ralph Edwards, only under exclusive contract to NBC as far as personal services are concerned, had offered his T & C package to both CBS and ABC, with ABC showing quick interest on behalf of its new daytime program block. NEC changed its mind on the forced departure and will now have a month to find a new spot in the schedule for T & C.

KTTV's demonstration last week in LA of the techniques it has mastered in using videotape to turn out economical commercials, brought home to the more than 100 agency men watching, the imminent changes in presenting both national and local commercials during this new season. The station reported on its feat in taping 23 commercials in various departments in Barker Brothers' homefurnishings store in LA during a five-hour nighttime period with KTTV's Steve Martin as the host on the tapes. The station moved a remote unit into the store after business hours and transmitted the scenes back to its two tape machines at the station via closed circuit. The 23 commercials were completed at a cost of less than \$100 each, while a similar filmed record would have cost over five times as much. In another demonstration, the station showed how it had integrated a local station personality into a commercial for a national product by integrating two filmed sequences in the tape record. This was done by taping the pickup from a film camera integrated into the live camera chain. The manifold possibilities of this system weren't lost on agency execs who have long searched for a dependable method of adapting filmed commercials to local market problems, fast-changing pricing conditions and special tests in local and regional areas. The remote recording technique, utilizing the personality on whose program the commercials will be used, removes the previous restriction of staging the commercial demonstrations live in the studio, or the necessity of recording them on film which would might push them over the limited budget of a local sponsor.

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(MORE)

Perry Lafferty has been named producer of the new CBS version of Your Hit Parade, which shifts to the net and debuts on Oct 10, Friday, 7:30-8pm NYT. Director of the program will be Norman Jewison, recently-signed Canadian Broadcasting System producer-director.....Bud Yorkin, who bowed out as producer-director of The Ford Show in order to handle independent projects, will be producer-director for the first of the two Fred Astaire specs, debuting over NBC next October 17.....Bob Finkel, who left The Perry Como Show because he missed Southern California, and succeeded Yorkin in the Tennessee Ernie Ford posts, will preserve the music and comedy balance that has prevailed on the program during previous seasons. Howard Leeds has been brought in as a writer, along with Danny Arnold, who had been on the show previously.....The new Milton Berle Show, the subject of coast-to-coast arguments between Berle and Louis Prima over what their hand shake verbal agreement was supposed to be, is shopping for a strong musical personality to counterbalance Berle. Prima and Keely Smith not only are not interested in any TV commitment over 13 weeks, they decided that William Morris Agency didn't do right by them in standing by Berle in the contract hassle. The agency reps both of them, but Prima and Smith are looking for a new connection.....The George Gobel Show next season will have a producer-director team, replacing Jack Donahue, who handled the dual role last season. Bill Burch will be the new producer, with Norman Abbott, former comedian turned director during the past few seasons, as the new director.

The two new films in the Bell Telephone science series to be shown over NBC-TV next season will be "Gateways to the Mind," a story of the human senses, and "The Alphabet Conspiracy," a study of the science of language. Both are Warner Bros. productions. The two repeats to be shown will be "The Strange Case of the Cosmic Rays," and "The Unchained Goddess," the story of weather, both produced by Frank Capra. "Gateways to the Mind" will be shown Oct 23, Thursday, 8-9pm NYT, and "The Alphabet Conspiracy" will be shown Jan 26, Monday, 7:30-8:30pm NYT. The dates for the Capra repeats are not set.....Although Groucho Marx will have a new sponsorship setup next season with Lever Bros. and Toni Co alternating, BBDO will remain the producing agency for the show. While Marx is reported to have asked for the continuation of the agency relationship, the one factor that made it possible is that BBDO has several Lever accounts, although J. Walter Thompson Co will probably have the majority of the Lever products presented on the show.....ABC confirmed that Shulton, Inc., through The Wesley Associates, Inc., will be co-sponsor of the new Donna Reed Show with Campbell Soup Co. The program debuts Sept 24, Wednesdays, 9-9:30pm NYT.....ABC's Frigidaire Summer Theatre will turn into the Buick Action Theatre on Aug 22, Fridays, 9:30-10pm NYT. Both sponsors backed The Patrice Munsel Show in the time spot during the regular season and set up the split for the summer to "seasonalize" their product pitches.

Mel Allen will be back for his second season as host of the one-shot World Series Special, half-hour program sponsored by National Carbon Co for Prestone through William Esty Co., Inc., set for Sept 30, Tuesday, 10:30-11pm NYT, the eve of the first World Series game this year.....Television Programs of America will shortly film a pilot for The Witch's Tale series, long-running radio series dealing with the supernatural. Alonzo Dee who created the original radio tales, will be consultant and story supervisor of the TV series, with Raymond Levy as associate story editor. The series first started on radio in 1931 and, with repeats, was heard for 16 years in the U. S. and abroad.....Screen Gems will distribute Bowling Queens, new 26-week half-hour film series produced and hosted by Sam Weinstein through Tenpin Tattler Productions, Inc., of Chicago. The syndicated film series follows the technique of a local live program seen over WBBM-TV (Chi) last season.....ABC bought 170 Harvey cartoons, originally produced by Paramount Pictures since 1950, to be shown next season as part of the net's 5-5:30pm NYT, Monday thru Friday program strip. The Tuesday and Thursday programs next season may be reserved for the cartoon showings.....The Paul Winchell Show will return to the ABC net in the fall in the same time spot it occupied this season, Sundays, 4:30-5pm NYT, starting Oct 12. Hartz Mountain Products will sponsor.

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

None this week, all networks.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Camera Three (11:30-11:55am NYT; 8:30-8:55am LAT) Robert Herridge becomes guest producer for nine programs, Aug 3 through Sept 28, replacing Lewis Freedman. Warren Wallace will act as associate producer during the two-month period.

Destiny; RETURN July 18; Fri, 8:30-9pm NYT; 7:30-8pm LAT, Weekly; FILM; approx 141 stations net and delayed. (Replaces Dick Powell's Zane Grey Theatre, last show July 11. Program will return on a new day in the fall). § Re-runs of films previously seen in net showings on General Electric Theatre and Schlitz Playhouse of Stars and national spot on Studio 57.

§ ALTERNATE SPONSORS- 1) General Foods Corp (Maxwell House Coffee, Gaines Dog Food) thru Benton & Bowles, Inc(NY). 2) Ford Div, Ford Motor Co thru J. Walter Thompson Co(NY).

§ PKGR- CBS-TV; Film Prods- Revue Productions, Inc., in Hollywood.

NBC- Suspicion (Mon 10-11pm NYT & LAT) Re-runs of filmed programs begin July 28.

The Jack Paar Show (Mon thru Fri, 11:15pm-1am NYT; 11:15-12:30am LAT) Bill Anderson has been named program manager, replacing Perry Gross, producer; with Monty Morgan upped to asst program manager. The producer title is no longer used. Tom Coughlin has been added to the staff as a talent coordinator.

TALENT SHOWSHEET AND SCRIPT REPORT - JULY 28 - AUGUST 3

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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowle, Adventures of Ozzie & Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Bachelor Father, Broken Arrow, Burns & Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Lassie, Leave It To Beaver, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams & Eve, No Warning, People's Choice, Dick Powell's Zane Grey Theatre, Real McCoys, Restless Gun, Phil Silvers Show, Sugarfoot, Suspicion, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train, Zorro.

## PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Playhouse 90; Thursday July 17; CBS 9:30pm - Scheduled re-run of The Edge of Innocence was pre-empted by special news report.

JACK PAAR SHOW; NBC 11:15pm; ADD: 7/22 & 7/24 - Shelley Berman(C).

DICK CLARK SHOW; Saturday July 26; ABC 7:30pm - DELETE: The Olympics(S); ADD: The Four Preps(S).

BOB CROSBY SHOW; Saturday July 26; NBC 8pm - ADD: Jean Carroll(C).

LAMP UNTO MY FEET; Sunday July 27; CBS 10am - ADD: The Screwtape Letters; (O) C. S. Lewis; (A) Richard Aurelio; with Arnold Moss, Thayer David, Alvin Epstein, Dorrit Kelton, Betty Miller.

LOOK UP AND LIVE; Sunday July 27; CBS 10:30am - ADD: Diary of a Teenager; (Nine-part series): Episode #4; (O) Elliott Baker; with regulars & Lowell M. Harris, Jeff Harris, Rene Riano, Clint Kimbrough, Joel Crothers, Eleni Klamos, Virginia Chew.

CAMERA THREE; Sunday July 27; CBS 11:30am - ADD: Irish Writers of This Century; (Third of three parts); with Frank O'Connor, Whitfield Connor, Colleen Dewhurst, John Aronson, Liam Clancy, Ellen Madison.

CHEVY SHOW; Sunday July 27; NBC 9pm - ADD: Eddie Foy(C).

## MONDAY JULY 28

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ARTHUR GODFREY SHOW (Special Show)	CBS 8:30pm(7:30)	LAST SHOW. Johnny Nash(S), Joe Schirmer(M), Liquidaires(M), Allison Trio(S), Michael Monte(S).
STARS OF JAZZ	ABC 9pm (10:30)	<u>Poetry and Jazz</u> ; with Kenneth Patchen(poet), The Chamber Jazz Sextet led by Allyn Ferguson.
POLKA-GO-ROUND	ABC 9:30pm	Lekarrangen Heinhug Norwegian Folk Dancers.
STUDIO ONE IN HOLLYWOOD	CBS 10pm(9)	<u>A Delicate Affair</u> ; (O) Jerome Gruskin; with Robert Horton, Joanne Gilbert, Francis Lederer, Charlie Ruggles; Dir - Paul Nickell.

TUESDAY JULY 29

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|                                                       |         |                                                                              |
|-------------------------------------------------------|---------|------------------------------------------------------------------------------|
| THE INVESTIGATOR<br>(Lonnie Chapman, Howard St. John) | NBC 8pm | with John Beal, Georgiann Johnson, Madge Evans, Sherry Britton, Betsy Meade. |
|-------------------------------------------------------|---------|------------------------------------------------------------------------------|

## WEDNESDAY JULY 30

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KRAFT MYSTERY THEATRE	NBC 9pm	<u>Death Wears Many Faces</u> ; (O) Doug Taylor; with Mark Richman, Warren Berlinger, Robert Emhardt, Milton Seltzer, Patty Duke, Donald May, Jane McArthur, Crahan Denton; Dir - Paul Bogart.
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US STEEL HOUR

mmmmmmmmmmmmmmmmmmmm

PLAYHOUSE 90

PRIDAI AUGUST 1
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NOTE: No first run talent programs scheduled for this day.

MULTIPLE & ACROSS-THE-BOARD SHOWS - JULY 28 - AUGUST 1  
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TODAY
(Dave Garroway)

SATURDAY AUGUST 2
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JIMMY DEAN SHOW

SUNDAY AUGUST 3  
 ~~~~~

ED SULLIVAN SHOW

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ROSS REPORTS—TELEVISION INDEX

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

For the first time in ten years of its sponsorship on the net, Westinghouse will preempt its Studio One in Hollywood on Sept 8 to present a special musical program titled "Music, U. S. A." The program will trace the career in music of composer-conductor Johnny Green, and the subject will conduct a 60-man orchestra for the occasion. Green will be joined by Benny Goodman and quartet, re-creating some of the music played and recorded by Goodman at the American Theatre at the Brussels World's Fair, a jaunt that was sponsored by Westinghouse. Also featured on the program will be Andre Previn, Shelly Mann and his trio, and Sheb Wooley. The show will be produced by Eva Wolas and directed by Norman Abbott. The sponsorship for this program is by Westinghouse Electric Corp thru Grey Advertising Agency, which handles the company's radio-TV division.....NBC's Special Project program group has begun work on a novel filmed program which will present Abraham Lincoln as his contemporaries saw him. To be called "Meet Mr. Lincoln," the program is expected to bring Lincoln and his era to life from period photographs, prints, woodcuts, etc., and the script, by Richard Hanser, will be almost wholly in Lincoln's own words. Robert Russell Bennett will use music of the period in orchestral and vocal arrangements for the score. It may seem unbelievable, but the film will be only a half-hour in length, despite the wealth of material and the scope of the story to be covered. It will be the shortest documentary on an important subject that has been produced at NBC in some years. The film will be scheduled next year, coinciding with the celebration of Lincoln's 150th birthday anniversary.

CBS is placing some of its mid-year replacement hopes on tape-live programs, with at least half of its new West Coast projects slated for tape recorded pilots with a complement of ready-to-record scripts lined up on each project. Even the pilots slated for filming will have script files ready so that in case of sponsor emergency, any one of them can be put into immediate production to fill a program hole. The realities of program production today have demonstrated that if a film series is expected to maintain a quality standard it must have a minimum of six weeks to prepare for production because it is impossible to keep writers, actors and regular crew on standby while someone makes up his mind after a good pilot has been shot. But the differences (technical and union) between live and film production make it possible to get a tape-live series underway inside of two weeks. When you have a standby roster of each type, or an amalgamation using both systems, sponsor uncertainty can be better catered to.....The "NBC Drama Alumni" group at CBS continues to grow, with Robert Alan Aurthur the latest TV dramatist signed to a one-year CBS contract, giving the net the first purchase rights to all of Aurthur's TV plays during the one-year term. Previous signatories of special writing agreements with the net were Rod Serling (it also includes a package commitment) and Reginald Rose. The producers and directors who will probably work with their scripts are also largely from the former NBC Philco-Alcoa-Goodyear Playhouse-Schoolhouse.

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(MORE)

Milton Berle has added Milt Josefsberg, former Bob Hope and Jack Benny writer, to his staff for his new program. It now lines up with Hal Kantor as producer-director and head writer, with writers Hal Goodman, Larry Kline and Josefsberg..... It has taken ABC's ESP only three programs to decide that extra-sensory perception with a competitive element (quiz-game format) is impractical under the conditions imposed by time-conscious television. Starting August 1, the program will alter its format to present two dramatized vignettes of real life ESP experiences. The persons whose stories will be dramatized will also be interviewed on the show and invited to test their ESP for cash awards. The testing will not be competitive. The program will also try to get as many famous people as possible who have had ESP experiences. The first show with the new format will highlight singer Lillian Roth.....Although Rory Calhoun's The Texan is slated to start over the CBS net on Sept 6, Saturdays, 8:30-9pm NYT, it may wind up delayed if a leg injury suffered by the star holds up production more than a week. The mishap occurred during filming. In the series, Calhoun; who is also co-producer of the series with his manager, Vic Orsatti; plays Bill Longley, rancher, cowhand and gunfighter, who moved across Texas in the 1870's. Brown & Williamson Tobacco Co for Viceroy's and Kools thru Ted Bates & Co will sponsor the program.

ABC has landed American Chicle Co., Carter Products, Inc., and Whitehall Laboratories Div of American Home Products Corp as sponsors of Warner Bros.' new 77 Sunset Strip, starting Oct 3, Fridays, 9:30-10:30pm NYT. The hour-long mystery-adventure series will star Efrem Zimbalist, Jr., as private detective Stuart Bailey, an ex-O.S.S. officer who uses Hollywood's famed Strip as the base of his nationwide operations. The series will be produced by Roy Huggins. This sale makes the Warner TV film operation unique among all those in Hollywood, since it now has four one-hour filmed series in production (two of them, Cheyenne and Sugarfoot, alternate weekly), all on the ABC net. Its one half-hour series, The Lawman, will also debut over ABC in the fall. CBS will have three one-hour filmed series, Rawhide, Perry Mason and Desilu Playhouse, while NBC will have only two going, Wagon Train and Cimarron City. The score for NBC and CBS would have been higher, but no sponsors showed up for the other one-hour projects.....Alaska has been in the same place quite a number of years, and it has had a territorial police force since it became a territory in 1912, so now that the Alaska Territorial Police will be going out of business in another year, Screen Gems is planning a new series called The Alaskan, based on the activities of a territorial policeman. (Any resemblance to stories about the Canadian Mounties will probably be in everything except locale).

William B. White has been named exec producer for Guild Films in Hollywood, succeeding Duke Goldstone in the post. Goldstone resigned some weeks ago to co-produce a new filmed comedy series which will be distributed by Guild. The film distributor has also bought rights for distribution of The Time and the Place, a one-hour program dramatizing police cases, which was produced in Hollywood completely on tape (at KTTV) by Henry Berman at a cost estimated to be one-fifth the cost of a similar one-hour filmed program. The series will be offered for syndication.....ABC will have an hour and a half of musical variety starring big band organizations on Saturday nights, starting Sept 20, when Music from Manhattan, starring Sammy Kaye and his band and vocalists, moves into the 10-10:30pm NYT spot, immediately following The Lawrence Welk Show. The sponsor, doubling into the program title, will be The Manhattan Shirt Co thru Peck Advertising Agency, Inc. This program now gives ABC an all-music evening, possibly the first such in network television. The Dick Clark Show, with its record personalities, starts at 7:30pm NYT, with Jubilee, U. S. A., starring country music specialists, filling the hour from 8-9pm NYT; followed by the Welk and Kaye shows running until 10:30pm NYT; a gamut of today's pop music picture.

ROSS REPORTS—TELEVISION INDEX

AUGUST 4-10, 1958

VOLUME 10

NUMBER 32

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(August 4)

CBS- 8:30-9pm NYT (7:30-8pm LAT), Weekly; RETURN - Masquerade Party - LIVE from NY; approx 170 stations live and tape. (Replaces Talent Scouts, last show July 21; July 28 program was titled The Arthur Godfrey Show, a one-time change).
§ Robert Q. Lewis is host-moderator for this panel show. Guest personalities appear in bizarre costumes and concealing makeup before the four-member panel which is given five minutes to identify the subject after being given clues. Panelists are Pat Carroll, Jinx Falkenburg, Johnny Johnston and Jonathan Winters.
§ SPONSOR- Toni Co (Toni, Tonette, Adorn, Pamper, Tame, Paper Mate Pens) Toni, Tonette, Adorn thru North Advertising, Inc (producing agency, Chi); v.p. in charge of TV- Bruce Dodge(NY); Pamper, Tame thru Clinton E. Frank, Inc(Chi); Paper Mate thru Foote, Cone & Belding(Chi).
§ PKGR- Wolf Productions(NY); Prod- Herb Wolf; Assoc Prods- Alan Gilbert, Danny Dayton; Dir- Lloyd Gross.

Sunday(August 10)

ABC- 9:30-10:30pm NYT, this date only; SPECIAL - 51st Gold Cup Hydroplane Race - LIVE from Seattle; to the net. § Telecast of the championship heat of the Gold Cup Race for unlimited hydroplanes at Lake Washington, Seattle, Wash. Bill O'Mara heads the staff that describes the heat of 30 miles around the 3-mile course. The program will include an interview with the winning driver.
§ Sustaining.
§ PKGR & Prod- KING-TV(Seattle), for the ABC-TV telecast.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Mike Wallace Interview (Sun, 10-10:30pm NYT) Program continues for an additional six weeks, through Aug 31. The program had been scheduled to leave the air after the July 20 program, but when it was decided to continue, a program was repeated via videotape on July 27 in order to have continuity.

Scotland Yard; RETURN Aug 8; Fridays, 10-10:30pm NYT, Weekly; FILM; to the net. The program had originally been scheduled to return July 27 (see page 62) in place of The Mike Wallace Interview (see note above). In its new spot, the program replaces Harness Racing, last show August 1.

Jubilee, U. S. A.; TITLE CHANGE effective Aug 2; Sat, 8-9pm NYT. Program was previously titled Country Music Jubilee. Red Foley returned from vacation and resumed as m.c., effective Aug 2.

OTHER NETWORK CHANGES(Cont'd)

ABC- ESP (Fri, 9-9:30pm NYT & LAT) Format change, effective Aug 1. The program will now include two dramatized vignettes of real life experiences of ESP and drop the competitive testing elements. The persons whose experiences are dramatized will be interviewed on the show in a separate segment.

CBS- Arthur Godfrey Time (Mon thru Fri, 11-11:30am NYT; 10-10:30am LAT) Dennis Day, Tony Randall and Ferlin Husky substitute for Arthur Godfrey during his six-week vacation, starting Aug 4. Each will appear for two weeks in the order listed. Gordon Auchincloss will produce the program during the same six-week period, replacing vacationing producer Charles Andrews.

Eye on New York (Sun, 11-11:30am NYT) Martin Carr has replaced Lee Polk as director. Carr has been coordinator of the program.

Prologue to the Summit: The Arab Tide; SPECIAL July 30; Wed, 7:30-8pm NYT & LAT, this date only; LIVE from NY; to the net. (Preempted Twilight Theatre, this date only). § CBS Newsmen Winston Burdett, Daniel Schorr and Howard K. Smith outlined the manner in which the Soviet Union has been using and exploiting rising Arab nationalism, and how these Middle East factors affect America.

§ Sustaining.

§ PKGR- CBS News - Special News Show Unit(NY); Prod & Dir- Av Westin.

NBC- Jefferson Drum (Fri, 8-8:30pm NYT) Repeats of previous films began July 25.

Win With a Winner (Tue, 7:30-8pm NYT & LAT) Win Elliot replaces Sandy Becker as m.c., effective Aug 5.

TALENT SHOWSHEET AND SCRIPT REPORT - AUGUST 4 - AUGUST 10
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

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PREVIOUS WEEK - ADDITIONS AND DELETIONS:

DICK CLARK SHOW; Saturday August 2; ABC 7:30pm - ADD: Don Rondo(S).

BCB CROSBY SHOW; Saturday August 2; NBC 8pm - ADD: Henny Youngman(C).

LOOK UP AND LIVE; Sunday August 3; CBS 10:30am - ADD: Becoming a Woman; (Fifth episode in nine-part series Diary of a Teenager); (O) Steve Gethers; with regulars & Jacqueline McKeever, James Broderick, Ruth Yorke, Lowell Harris.

MONDAY AUGUST 4  
 ~~~~~

STARS OF JAZZ ABC 9pm (10:30) Margaret Whiting(S), Vido Musso(M) subbing for Charlie Ventura, with Mr. Ventura's Quintet.

POLKA-GO-ROUND ABC 9:30pm Danube Swabian Youth Dancers.

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) The Last Summer; (O) Frank Gilroy; with Dennis Hopper, Vivian Nathan, Claire Griswold, Malcolm Atterbury; Dir - John Frankenheimer.

Suspicion NBC 10pm Four O'Clock; RE-RUN of 9/30/57

TUESDAY AUGUST 5
 ~~~~~

THE INVESTIGATOR NBC 8pm (O) Mabel Seeley; (A) Irving Ellman; with Beatrice Straight, (Lonnie Chapman, Howard St. John) Peter Cookson, Fred Gwynne, Salome Jens, Val Avery, Phyllis Hill, Bob Carraway.

WEDNESDAY AUGUST 6  
 ~~~~~

KRAFT MYSTERY THEATRE NBC 9pm Death For Sale; (O) Henry Kane (from novel of same name); (A) Vance Bourjaily; with Shepperd Strudwick, Joanna Moore, James Congdon, Pamela Curran, Ann Williams, Robert Lansing, Jerry Morris, Frank Campanella; Dir - Alex March.

ARMSTRONG CIRCLE THEATRE CBS 10pm The Trusted Thief; RE-RUN of 4/2/58.

THURSDAY AUGUST 7
 ~~~~~

Playhouse 90 CBS 9:30pm Bitter Heritage; RE-RUN of 5/17/58

Buckskin (Tommy Nolan) NBC 9:30pm Cash Robertson; with regulars & Willis Bouche; (SW&SD).





FRIDAY AUGUST 8  
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NOTE: No first run talent programs scheduled for this day.

MULTIPLE & ACROSS-THE-BOARD SHOWS - AUGUST 4 - AUGUST 8
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|                                  |                  |                                                                                                                                                                                                                                                                               |
|----------------------------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TODAY                            | NBC 7am          | Arlene Francis subs for Dave Garroway for this week. 8/4 - Jose Marais and Miranda(S).                                                                                                                                                                                        |
| ARTHUR GODFREY<br>TIME           | CBS 11am (10)    | Dennis Day(S) is sub m.c. from 8/4-8/15. Louise O'Brien(S), Alan Copeland(S), The Honey Dreamers(S), will be featured regulars for six weeks beginning 8/4.                                                                                                                   |
| THE BIG PAYOFF                   | CBS 3pm (2)      | Eva Gabor(A) will sub for Bess Myerson for two weeks beginning 8/4.                                                                                                                                                                                                           |
| MODERN ROMANCES<br>(Betty White) | NBC 4:45pm(1:45) | (O) Bob Corcoran; with Dolores Mann, Alan Bergmann, Ralph Dunn, Ian Martin.                                                                                                                                                                                                   |
| JACK PAAR SHOW                   | NBC 11:15pm      | 8/4 - Allen Funt, Judy Lynn(S), Virginia Graham; 8/5 - Marian Marlowe(S), Genevieve(S), Cliff Arquette(C); 8/6 - Jim Moran, Florence Henderson(S); 8/7 - Cliff Arquette(C), Dianhann Carroll(S); 8/8 - Sybil Bowan(C), Florence Henderson(S), Betty White(A-C), Genevieve(S). |

SATURDAY AUGUST 9  
 ~~~~~

JIMMY DEAN SHOW	CBS 12 Noon	Shaye Cogan(S), Dick Roman(S).
TRUE STORY	NBC 12 Noon(4pm)	(O) Gene Watts; with Helen Auerbach, Scott Peters, Harrison Dowd, Ben Hammer.
DICK CLARK SHOW	ABC 7:30pm	Andy Williams(S), The Elegants(S), Ray Smith(S), Bobby Day(S), Robin Luke(S).
JUBILEE U.S.A.	ABC 8pm(8:30)	Carl Smith(S-M), Jordanaire Quartet(S).
BOB CROSBY SHOW	NBC 8pm	Andrew Sisters(S), Edgar Bergen(ventril), George Hamilton IV(S)
MIDWESTERN HAYRIDE	ABC 10pm	Dean Richards is guest m.c.

SUNDAY AUGUST 10
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|                                      |             |                                                                                                                                                                                                   |
|--------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE                         | CBS 11:30am | <u>Poetry of Emily Dickinson</u> ; with Lois Nettleton, Michael Kane.                                                                                                                             |
| ED SULLIVAN SHOW                     | CBS 8pm     | Winners of the All-Navy Talent Contest.                                                                                                                                                           |
| STEVE LAWRENCE &<br>EYDIE GORME SHOW | NBC 8pm     | Janis Paige(S), Julius LaRosa(S), Lionel Hampton(M).                                                                                                                                              |
| CHEVY SHOW                           | NBC 9pm     | with regulars & Dorothy Kirsten(S), Stan Freberg(C).                                                                                                                                              |
| <u>Decision</u>                      | NBC 10pm    | <u>Indemnity</u> ; (O) Stedman Coles; (A) Milton Gelman; with Richard Kiley, Chuck Webster, George Chandler, Myron Healey, Ruth Lee, Jan Faint, John Kelling, Skip Fletcher; Dir - Frank Telford. |





# ROSS REPORTS — TELEVISION INDEX

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## —MID-WEEK SPECIAL—

### NEWS - COMMENT - POSSIBILITIES

The first Playhouse 90 to be produced outside of Hollywood will roll in New York during the first week in September when Jackie Gleason stars in the role of Joe in William Saroyan's "The Time of Your Life." The entire show will be taped and will be seen on the net on Oct 9, Thursday, 9:30-11pm NYT, the third Playhouse 90 production of the season. Gordon Duff will produce and Tom Donovan will direct the comedy, adapted for TV by A. J. Russell. Gleason's own CBS show debuts Oct 3, Friday, 8:30-9pm NYT.....Betsy Palmer, first an actress and now a TV "personality," will become the on-camera women's editor of NBC's Today, starting Aug 18. She replaces Helen O'Connell, who is returning to the West Coast with her family. Miss Palmer had subbed for Miss O'Connell on several occasions earlier this year.....Jimmy Dean will start his new Monday-thru-Friday CBS show on Sept 15, 2-2:30pm NYT (1-1:30pm LAT), with a bunch of sponsors already signed. Lever Brothers, Gerber Products Co.; Libby, McNeill & Libby, Eastman Kodak and Miles Laboratories are already in for segments. Barry Wood, recently moved over from NBC, will produce the show, "designed around Dean's warm personality and the relaxed, informal style" of his previous CBS shows. The new program will originate in New York. Dean's previous programs all came from Washington.....Cy Howard will make his first contribution to TV in some years with the continuity for the Westinghouse special, "Music, U. S. A.," to be seen as a one-shot on Sept 8 in the Studio One spot. Howard was the creator of My Friend Irma and Life With Luigi in radio and TV.

Arthur Godfrey's experiments with his Talent Scouts show before it left the air has resulted in definite changes to be made in his morning program and his new evening show, which will start Sept 23, Tuesdays, 9-9:30pm NYT (8-8:30pm LAT). Interviews with celebrities and personalities from all walks of life will now become one of the regular features of Arthur Godfrey Time and the mixed variety format using fresh, young talent will be applied to the new Tuesday evening show. The new evening program will also get a new producer, William Hammerstein, who will replace Janette Davis. Miss Davis, wife of Frank Musiello, who had been associate producer of the evening program, will retire to private life. Musiello resigned last week to become producer of the Peter Lind Hayes-Mary Healy program, which will debut in the new daytime block over ABC.....John Daly, never before associated with a regular musical program, will be the narrator of the new Voice of Firestone, returning with a change of format to the ABC net on Sept 8, Monday, 9-9:30pm NYT. The new format follows a line tested last season, with each program in the series devoted to one field of music, either classical, semi-classical and popular. The program will also feature different orchestras during the season, such as those of Xavier Cugat, Percy Faith, the Philadelphia Symphony with Eugene Ormandy conducting, and Arthur Fiedler and the Boston "Pops" Orchestra. Other programs will feature guest conductors with the "house" orchestra, including Wilfred Pelletier, Howard Barlow, Paul Lavalley, Richard Rodgers and Paul Weston.

- Page 1 -

(MORE)





The Phil Silvers Show will have a fourth-year shakedown, adding four new members to the platoon, a civilian girl interest for Bilko and a new fictional locale -- Camp Fremont, Grove City, Calif. The early talk this year about the possibility of using European backgrounds for some of the show's episodes broke down under the strain of maintaining a running story line with a European locale. The switch to the California background will give the show a chance at new situations and a variety of name guest stars, with more to be used than during previous seasons. The new imaginary post is presumed to be half-way between Los Angeles and San Francisco (permitting forays to either), with added possibility that Bilko may promote a visit to Hawaii or Japan or Southeast Asia. There's no change in the production staff, with Ed Montagne as producer, Billy Friedberg as chief writer and Aaron Ruben and Al de Caprio sharing the director chores.....Nate Monaster and the team of Alan Lipscott and Bob Fisher have been signed to write various episodes of The Donna Reed Show.....Howie Horwitz has been named producer for Warner Bros.' 77 Sunset Strip, hour-long mystery-adventure series debuting over ABC on Oct 3.....Gil Rodin will produce the new ABC daytime Liberace series for Don Fedderson Productions.....Seaman Jacobs and Cy Rose will team on writing scripts for The Ed Wynn Show.....NBC football commentator assignments for its fall Game of the Week telecasts will have Lindsey Nelson and Red Grange teaming up for the national games for the fourth year. Nelson and Grange will also announce the Eastern regional telecasts, Mel Allen and Curt Gowdy will handle the Big Ten regional programs and Chick Hearn and Lee Giroux will do the commentary for the Pacific Coast regional games.

The British Broadcasting Corp. is venturing into commercial TV production via a co-production deal with National Telefilm Associates, Inc. for a 39-week film series, starring James Mason as Harry Lime in The Third Man. Twenty episodes will be filmed in Hollywood with the remaining 19 to be shot on location in England. The series will go into production in November, with completion set for July 1959, with first airing scheduled for October, 1959. NTA wants Felix Jackson to produce the series, which will be supervised by NTA's Mort Abrahams. One familiar touch from the original 20th Century-Fox film (based on the Graham Greene novel) will be the use of Anton Karas' "Third Man Theme" as background theme for the new TV series. The co-production deal, by the way, was signed by BBC and NTA's United Kingdom subsidiary.

Bulova Watch Co thru McCann-Erickson, Inc., signed for three NBC shows, starting in September, joining Liggett and Myers Tobacco Co as co-sponsor of the Ed Wynn Show, starting on the net Sept 25, Thursdays, 8-8:30pm NYT; with American Tobacco Co as co-sponsor of M Squad, seen Fridays, 9-9:30pm NYT, and as alternate sponsor of Dragnet when it moves to a new day and time beginning Sept 23, Tuesdays, 7:30-8pm NYT.....Pittsburgh Plate Glass Co makes its first venture into nighttime TV with an alternate week half-hour sponsorship of the new CBS Garry Moore Show, which will debut Sept 30, Tuesdays, 10-11pm NYT. The plate glass sponsorship will be for the 10:30-11pm segment, alternate weeks, starting Oct 7. (Revlon, Inc., will sponsor a weekly half-hour and Kellogg Co has the other alternate week half-hour). The Pittsburgh account is split three ways, with BBDO handling glass product commercials and set as the agency of record; Maxon, Inc., as agency for Pittsburgh paint products, and Ketchum, McLeod & Grove responsible for the corporate messages.....Lever Brothers thru J. Walter Thompson Co will be alternate sponsor with Scott Paper Co of Father Knows Best when the series switches to CBS starting Sept 22, Mondays, 8:30-9pm NYT.





# ROSS REPORTS—TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (August 11)

NBC- 7:30-8pm NYT & LAT, this date only; SPECIAL - Halifax Address by Princess Margaret - LIVE from Halifax, Nova Scotia to the NBC net via the CBC net. (Preempts Haggis Baggis, this date only). § Telecast of the address of Princess Margaret of England at a state banquet in Halifax.  
§ Sustaining.  
§ PKGR & Prod- Canadian Broadcasting Corp; staff.

#### Friday (August 15)

ABC- 9:30pm-concl NYT; 6:30pm-concl LAT, this date only; SPECIAL - College All-Star Football Game - LIVE from Chicago; 120 stations live. § All-Star Football Game, between the National Football League's champion Detroit Lions and the choice of the top players among 1958 college graduates. Jack Drees and Harold "Red" Grange will handle the commentary and color.  
§ SPONSORS- (one-third of the game each) 1) Liggett & Myers Tobacco Co (L & M Filters) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Nick Woodbridge. 2) The Mennen Co (Men's shaving and personal products) thru Grey Advertising Agency, Inc(NY); Acct Exec- Bob Zimmern. 3) Participations.  
§ PKGR- ABC News and Special Events with Chicago Tribune Charities, Inc; Prod- ABC staff, Chicago and New York.

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Tales of ESP; TITLE & FORMAT CHANGE, effective August 8; Fri, 9-9:30pm NYT & LAT. Previous title was ESP. Program also will now change from a live format (see page 65) and will now use psychological films, re-runs of half-hour films previously seen on other programs.





TALENT SHOWSHEET AND SCRIPT REPORT - AUGUST 11 - AUGUST 17  
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PREVIOUS WEEK - ADDITIONS AND DELETIONS:

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; ADD: 8/6 - Liberace(M); 8/8 - Tim Moore(C).

STEVE LAWRENCE AND EYDIE GORME SHOW; Sunday August 10; NBC 8pm - ADD: The Compass Players(A).

LOOK UP AND LIVE; Sunday August 10; CBS 10:30am - ADD: Diary of a Teenager; (Sixth in a nine-part series); Episode # 6 - (O) Elliott Baker; with regulars & Phyllis Newman, Henry Sharp, Edwin Sherin, Lowell Harris.

MONDAY AUGUST 11
 ~~~~~

STARS OF JAZZ ABC 9pm(10:30) Dave Brubeck & Group(M).

POLKA-GO-ROUND ABC 9:30pm Laget National Swedish Dancers.

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) Tagalong; (O) Talmadge Oliver Bartley; (A) Ernest Kinoy; with James Gregory, Joel Crothers, Mario Alcalde, Burt Brinckerhoff, Clifford Botelho, Miriam Colon, Arthur Hanson; Dir - James Clark.

Suspicion NBC 10pm The Other Side of the Curtain; RE-RUN of 10/14/57.

TUESDAY AUGUST 12  
 ~~~~~

THE INVESTIGATOR NBC 8pm with John Baragrey, Patricia Barry, Colleen Dewhurst, Larry Hagman, Thayer David, Richard Kendrick, Truman Smith, Bernard Kates.
 (Lonnie Chapman, Howard St. John)

WEDNESDAY AUGUST 13
 ~~~~~

KRAFT MYSTERY THEATRE NBC 9pm Night Cry; (O) Larry Cohen; with Jack Klugman, John McQuade, Roy Poole, Harry Millard, Diana van der Vlis, Mark Roberts, Peter Faulk; Dir - Michael Dreyfuss.

US STEEL HOUR CBS 10pm Old Marshals Never Die; (O) John H. Holland; (A) John Vlahos; with William Shatner, Cameron Prud'homme, Joanne Linville, Robert Emhardt, Crahan Denton, Kevin Coughlin; Dir - Dan Petrie.

THURSDAY AUGUST 14  
 ~~~~~

Playhouse 90 CBS 9:30pm No Time At All; RE-RUN of 2/13/58.

Buckskin NBC 9:30pm Lament for Durango; with regulars & William Lundmark, Mike (Tommy Nolan) Road; (SW&SD).

FRIDAY AUGUST 15
 ~~~~~

Schlitz Playhouse CBS 9:30pm False Alarm; (O) Donald S. Sanford; with Jack Carson, Janice Rule, Joseph Wiseman, John Bryant, Madge Blake; Dir - John Brahm.

MULTIPLE & ACROSS-THE-BOARD SHOWS - AUGUST 11 - AUGUST 15  
 ~~~~~

TODAY NBC 7am Jim Backus subs for Dave Garroway for this week. 8/14 - Bob Eberle(S), Barbara Carroll(M).

FROM THESE ROOTS NBC 3:30pm Add as regulars: Robert Mandan, Beverly Lunsford, Ed Cooper.

MODERN ROMANCES (Betty White) NBC 4:45pm(1:45) (O) Joe Cochran; with Jim Kelly, Augusta Dabney, Stuart MacIntosh, Belle Flower, Richard Warren, Humphrey Davis.

JACK PAAR SHOW NBC 11:15pm 8/11 - Judy Holliday(C), Betty Comden & Adolph Green, Jule Styne, Gordon Polk(S), Allen Funt; 8/12 - Diahann Carroll(S), Elaine Swan(C), Cliff Arquette(C); 8/13 - Kaye Ballard(C), Genevieve(S), Gordon Polk(S); 8/14 - Betty White(A-C), Richard Hayes(S), Cliff Arquette(C); 8/15 - Louise O'Brien(S), Genevieve(S).

SATURDAY AUGUST 16
 ~~~~~

JIMMY DEAN SHOW CBS 12 Noon Louise O'Brien(S).

TRUE STORY NBC 12 Noon(4pm) (O) Irving Elman; with Roger De Koven, Flora Elkins, Bill Daniels, Martin Brooks.

DICK CLARK SHOW ABC 7:30pm Pat Wayne(S), The Coasters(S), Frankie Avalon(S), The Kirby Stone Four(S), Mary Swan(S).

JUBILEE U.S.A. ABC 8pm(8:30) Eva Kay "Cookie" McKinney(S), Floyd Tillman(S), Chet Atkins(M).

BOB CROSBY SHOW NBC 8pm Johnny Desmond(S), Denise Lor(S), John Bubbles(D-C), Corbett Monica(C).

CLUB OASIS (Spike Jones) NBC 9pm Helen Grayco(S) returns this week as regular.

SUNDAY AUGUST 17  
 ~~~~~

ED SULLIVAN SHOW CBS 8pm Teresa Brewer(S), Domenico Modugno(S), Perez Prado & Orch, Carol Lawrence(D), Peter Gennaro(D), Roger Williams(M), Shelly Berman(C), Jackie Kannon(C), Sandy Preday(S)

STEVE LAWRENCE & EYDIE GORME SHOW NBC 8pm Gregory Peck(A), Miyoshi Umeki(S-A), Mel Torme(S), Tony Randall(A).

CHEVY SHOW NBC 9pm with regulars & Carol Burnett(C), Mickey Shaughnessy(C).

Decision NBC 10pm Stand and Deliver; with Louis Hayward, Richard O'Sullivan, Adrienne Corri, Sam Kydd, Peter Coke, Ann Blake, Thomas Heathcote, Carl Bernard, Jack May, John Bearth, Michael Peake, Peter Retez, Stanley Van Beers; Dir - Robert Day.

ROSS REPORTS—TELEVISION INDEX

AUGUST 13, 1958

VOLUME 10 NUMBER 33 A

EDITOR: Jerry Leichter

PROGRAMS • ADVERTISERS • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Playhouse 90's third season, starting Sept 25 has 15 confirmed properties, adaptations and originals, lined up for the season. Fred Coe's production of the David Karp original, "The Plot to Kill Stalin," leads off, with other Coe productions to include Joseph Conrad's "The Heart of Darkness," and J. P. Miller's original, "The Days of Wine and Roses." Gordon Duff is producing (in New York) the tape of William Saroyan's "The Time of Your Life," starring Jackie Gleason. John Houseman will produce the Robert L. Joseph adaptation of Pierre Boulle's novel, "Face of a Hero"; an adaptation of Howard Browne's forthcoming book about the Chicago Valentine's Day massacre, "Seven Against the Wall"; also Henry James' "Wings of the Dove" and Joseph Conrad's "The Secret Agent." Herbert Brodtkin will produce Playhouse 90's first three-hour two-part drama, "The Rise and Fall of Wilson Hunt," an original by Robert Alan Aurthur. Brodtkin will also produce "The Savage," an original by Reginald Rose; "Made in Japan," an original by Joseph Stefano, and "The Trial at Nuremberg," an original by Abby Mann. Arthur Penn will produce an original Civil War drama, "The Flames of Richmond," by Doris Frankel. New to Playhouse 90's drama special programming will be John Houseman's Christmas Day production of "The Nutcracker," danced by the New York City Ballet. Other productions for the producers noted will be announced as confirmed. Fred Coe will also produce a dramatization of James Agee's Pulitzer prize-winning novel, "A Death in the Family." A. E. Hotchner is working on an adaptation of Ernest Hemingway's "For Whom the Bell Tolls" while Loring Mandel and others are slated to have originals and adaptations on the program during the season.

A television packager who has just had his fondest package rejected by the nets, said that television, this season, will be a combination of high hopes and messy realities.....NBC expects to have the corner on big-time musicals this fall, with Bob Hope's production of "Roberta" providing the opening gun of his eight-program Buick series on Sept 19, Friday, 7:30-9pm NYT, and then the Hallmark Hall of Fame production of "Kiss Me, Kate," on November 20, Thursday, 9-10pm NYT, with Alfred Drake and Patricia Morison re-creating their original starring roles in the Cole Porter musical. Sam and Bella Spewack, authors of the original "Kate" libretto, are doing the TV adaptation, which will be produced and directed by George Schaefer. The Hope production of "Roberta," to be live from Hollywood, will be the only hour-and-a half production in this season's program group. The other seven one-hour shows will be done on dates to be announced later.....The nets are still having fits trying to align their fall schedules, because lack of sponsors for some programs is forcing the net program chiefs to juggle some of the proven shows for best strength on certain evenings. Some regular sponsors are also very unhappy about some of the specials they will face, although everyone knows nothing can be done about it.....The realities of film production costs suggest that this will be the last season for most one-hour filmed programs, except for dramas and special book shows. The CBS failure to put Rawhide across and the

parallel NBC failure to sell Cimarron City to sponsors, has hurt the networks. ABC's successes with its one-hour Westerns seems to stem from the fact that its program and time costs are lower, thus attracting the few sponsors willing to go with split sponsorship. The CBS and NBC Westerns will either be used to plug otherwise unsaleable spots in the schedule (the nets are committed to 13 weeks of production), or they will be held for January emergencies -- and for some reason or other, every packager in the business is sure that there will be a flock of mid-season cancellations.

NBC has solved one programming problem, Friday evenings, 8-9pm NYT, by deciding against two half-hour film series, both unsponsored, in favor of one live color series, unsponsored, but costing only a little more than (or less than) one of the half-hour series. Albert McCleery will present The Further Adventures of Ellery Queen, in live color from Burbank, starting Sept 26. The productions, each week's a complete story, will be comparatively low budget as far as sets are concerned, with McCleery utilizing his "cameo" techniques, but actors and scripts are promised as above average. Ethel Frank, long-time McCleery script editor, continues in that post, working out of her familiar NBC office in NY. There will be no conflict with the half-hour syndicated series which starred Hugh Marlowe in the title role, as this had to switch title from The Adventures of Ellery Queen to Mystery is My Business two years ago. It first went into syndication in February, 1954. The new McCleery live productions will have regulars in the title role, in the role of Inspector Queen, Ellery's father, and several who may be seen irregularly in other parts.

NBC confirmed that County Fair, the program that wound up a five-year career in radio in 1950, will return as a TV version to the NBC net starting Sept 22, Monday thru Friday, 4:30-5pm NYT. Bert Parks will be the m.c. for the variety show, which will originate in NY with county fair ingredients, music, singing and stunts. Perry Cross will produce the show, which will be supervised by Joe Cates for the Gale-Gernannt Corp., packagers. The new show will cut a 15-minute segment from Queen For a Day, which cuts back to 4-4:30pm NYT, and replaces Modern Romances, which has been seen 4:45-5pm NYT, ending a four-year TV career.....George Vogel, recently exec v.p. of the Mutual radio network, and before that a merchandising and sales promotion consultant, has been named managing director of Spotlight Promotions, which among other activities handles the merchandising for The Big Payoff and For Love or Money, both CBS.....Richard Maibaum is the new exec producer for MGM-TV, succeeding Sam Marx, who returned to independent movie and TV production.....Although CBS' The World of Giants, produced by Ziv, doesn't seem to have caught a sponsor, it may be one of the costliest half-hour films series yet produced for TV. The special effects and sets, combined with normal story and production costs, are reported to have put the budget up to \$4,000,000.....Sports programs continue fairly strong in the sales market, with NBC reporting that its 1958 schedule of NCAA football games to be telecast nationally on nine dates (eight Saturdays and Thanksgiving Day), is three-quarters sold out. Sunbeam Corp thru Perrin-Paus, Libby-Owens-Ford thru Fuller & Smith & Ross and Bayuk Cigars, Inc., thru Feigenbaum and Werman, are the three sponsors set thus far. The first two were sponsors last season.

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ROSS REPORTS — TELEVISION INDEX

AUGUST 18-24, 1958

22

VOLUME 10 NUMBER 34

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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday (August 22)

ABC- 9:30-10pm NYT & LAT, Weekly; TITLE DEBUT - Buick Action Theatre - FILM; 55 stations net and delayed. (Replaces The Frigidaire Summer Theatre, last show August 15; same group of films, but title change for different sponsor).

§ Re-runs of films previously seen over the nets as part of General Electric Theatre, Schlitz Playhouse, Screen Directors Playhouse and Ford Theatre. (See page 51). This series will be seen for eight weeks.

§ SPONSOR- Buick Motor Division, GMC, thru McCann-Erickson, Inc (NY).

§ PKGR- Kudner Agency, Inc (NY), original packager of group of films as agency for sponsors when program series began; Film Prods- Various.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Shirley Temple's Storybook (Approx every 2 or 3 weeks, various times, evenings) August 19, Tuesday, 89pm NYT & LAT; FILM, "The Magic Fishbone," adapted by Margaret Fitts from a story by Charles Dickens, starring Barry Jones and Estelle Winwood (see page A for other cast credits).

OTHER NETWORK CHANGES & ADDITIONS

POOL- President Eisenhower's Address to the UN; SPECIAL Aug 13; approx 10am-12:50pm NYT (including special pickups at the UN, other speeches, news comments, etc., from the UN pool feed to all nets). Coverage varied among the ABC, CBS and NBC networks, depending on special commentaries inserted into the schedules during the day. The UN feed actually started with the opening of the session at approx 10:45am, with the President's arrival and speech shortly after that time.

§ Sustaining, public service.

§ PKGR & Prods- UN staff with (for each net's own coverage) ABC News & Special Events, CBS News and NBC News.

ABC- Tales of ESP (Fri, 9-9:30pm NYT & LAT) Last show, Aug 22.

NBC- The Life of Riley (Fri, 8:30-9pm NYT & LAT) Last show, Aug 22.

Today (Mon thru Fri, 7-9am NYT & LAT) Betsy Palmer replaces Helen O'Connell as on-camera women's editor, effective Aug 18. Production staff, as of this date: Exec Prod- Bill Sargent; Gen Mgr- John Lynch; Asst Prods- Jack Otter, Ed Cosgrove, Mary Kelly; Dirs- Bill Healion, Dennis Kane; Asst Dir- Bill Brown; Managing Ed- Larry Picard; Sports Ed- Cliff Evans.

TALENT SHOWSHEET AND SCRIPT REPORT - AUGUST 18 - AUGUST 24

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of Ozzie and Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Bachelor Father, Broken Arrow, Burns and Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Lassie, Leave It To Beaver, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams and Eve, No Warning, People's Choice, Real McCoys, Restless Gun, Schlitz Playhouse, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; ADD: 8/11 - Rafael Mendez(M); 8/13 - Clark Dennis(S); 8/14 - David Ladd(A); 8/15 - Cesar Romero(A), Sue Rainey(S).

JACK PAAR SHOW; NBC 11:15pm; ADD: 8/14 - Dennis Day(S); 8/15 - Jack Pearl(C), Allen Funt.

LOOK UP AND LIVE; Sunday August 17; CBS 10:30am - ADD: Diary of a Teenager; (Seventh in a nine-part series); Episode #7 - (O) Clair Roskam; with regulars & James Broderick, Lowell Harris, Eleni Kiamos, Ethel Everett.

CAMERA THREE; Sunday August 17; CBS 11:30am - ADD: Ivy Day In The Comittee Room; (O) James Joyce; (A) Clair Roskam; with Michael Higgins, P. J. Kelly, John Hamilton, Walter Burke, Dan Morgan, Liam Gannon.

ED SULLIVAN SHOW; Sunday August 17; CBS 8pm - ADD: Gregory Peck(A); Correct spelling: Sandy Preshey.

STEVE LAWRENCE AND EYDIE GORME SHOW; Sunday August 17; NBC 8pm - DELETE: Gregory Peck(A).

CHEVY SHOW; Sunday August 17; NBC 9pm - DELETE: Mickey Shaughnessy(C); ADD: Eddie Foy(C).

MONDAY AUGUST 18

STARS OF JAZZ ABC 9pm(10:30) Andre Previn(M) with his Trio (Shelly Manne, Red Mitchell).

POLKA-GO-ROUND ABC 9:30pm Chicago Israeli Dancers.

STUDIO ONE IN CBS 10pm(9) Birthday Present; (O) Jack Roche; (with additional dialogue by Sid Dorfman); with Cesar Romero, Cecil Kellaway, Edgar Buchanan, J. M. Kerrigan, Brian Keith, Mary Beth Hughes, Betsy Jones-Moreland, Mary Carver; Dir - Don Taylor.

Suspicion NBC 10pm Lord Arthur Savile's Crime; RE-RUN of 1/13/58

TUESDAY AUGUST 19

Shirley Temple's Storybook NBC 8pm The Magic Fishbone; (O) Charles Dickens; (A) Margaret Fitts; with Barry Jones, Estelle Winwood, Leo G. Carroll, Lisa Daniels, Richard Lupino, Gary Ven Euer, Philip Walters, Jimmy Carter, Keva Zajic, Christine Anderson, Terry Burnham, J. M. Kerrigan, Rex Evans; Dir - Oscar Rudolph.

WEDNESDAY AUGUST 20

KRAFT MYSTERY THEATRE NBC 9pm We Haven't Seen Her Lately; (O) E. X. Ferrars; (A) Sumner Locke Elliott; with George C. Scott, Angela Thornton, Mary Finney, Louis Edmonds, Myra Carter, Patrick Horgan; Dir - Paul Bogart.

WEDNESDAY AUGUST 20 (Cont'd)

ARMSTRONG CIRCLE
THEATRE

CBS 10pm

Twelve Cases of Murder; RE-RUN of 6/25/58.

THURSDAY AUGUST 21

Navy Log

ABC 9:30pm

Florida Weekend; with Robert Rockwell, Richard Webb, Ben Johnson; (SW&SD).

PLAYHOUSE 90

CBS 9:30pm

Portrait of a Murderer; RE-RUN - ON TAPE - of 2/27/58.

Buckskin
(Tommy Nolan)

NBC 9:30pm

Tree of Death; with regulars & Richard Karlan; (SW&SD).

FRIDAY AUGUST 22

NOTE: No first run talent programs scheduled for this day.

MULTIPLE & ACROSS-THE-BOARD SHOWS - AUGUST 18 - AUGUST 22

TODAY

NBC 7am

H. V. Kaltenborn subs for Dave Garroway for this week. Betsy Palmer becomes permanent Women's Editor, replacing Helen O'Connell. 8/20 - Whittemore & Lowe(M); 8/22 - Sylvia Syms(S).

ARTHUR GODFREY
TIME

CBS 11am(10)

Tony Randall is sub m.c. from 8/18 - 8/29.

MODERN ROMANCES

NBC 4:45pm(1:45)

Three-week series (15-episodes) starts this week thru 9/5. (0) William Kendall Clarke; with Mark Roberts, Joanne Linville, Melville Ruick, Marion Winters, Ford Rainey.

JACK PAAR SHOW

NBC 11:15pm

8/18 - Henny Youngman is guest host; Betty Johnson(S); 8/19 - Cliff Arquette(C), Hans Conried(A), Arlene Harris(C), Genevieve(S), Betty Johnson(S); 8/20 - Eva Gabor(A), Arlene Harris(C), Genevieve(S); 8/21 - Hans Conried(A), Cliff Arquette, Lee Allen(C); 8/22 - Betty Johnson(S), Genevieve(S).

SATURDAY AUGUST 23

JIMMY DEAN SHOW

CBS 12 Noon

Jaye P. Morgan & the Morgan Brothers(S).

TRUE STORY

NBC 12 Noon(4pm)

(0) Irving Elman; with Joy Hodges, Ed Peck, Sally Kemp, Dean Harens.

DICK CLARK SHOW

ABC 7:30pm

The Imperials(S), Rusty Draper(S), Jerry Wallace(S), Everly Brothers(S).

JUBILEE U.S.A.

ABC 8pm(8:30)

Martha Carson(S), Pete Stamper(C).

BOB CROSBY SHOW

NBC 8pm

The Modernaires(S), Bobby Darin(S), Allen and De Wood(C).

SUNDAY AUGUST 24

ED SULLIVAN SHOW

CBS 8pm

Wayne and Shuster(C) are hosts for this week. Althea Gibson(S), Jean Carroll(C), Frankie Lyman(S), Charlie Applewhite(S), Ann Leonardo(S).

STEVE LAWRENCE &
EYDIE GORME SHOW

NBC 8pm

Jackie Cooper(A), Barbara Nichols(A).

CHEVY SHOW

NBC 9pm

with regulars & Rowan and Martin(C).

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ROSS REPORTS — TELEVISION INDEX

AUGUST 20, 1958

VOLUME 10 NUMBER 34 A

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

The Dotto cancellation -- by two networks, a sponsor and an ad agency, in singular agreement -- was "cold turkey." None of them wanted any part of the storm that was brewing. The wild rumors attending the over-the-weekend cancellation are bound to affect other quiz shows, especially when rumor-hungry columnists want to swing their axes in petulant flourishes.....In an un-related action, the networks are reportedly taking a much closer look at the "merchandising" activities in connection with quiz shows, following reports and complaints about losses and misrepresentation of some of the lusher prizes.

It was nice of CBS and Pontiac to sign Ginger Rogers as the star of The Ginger Rogers Show, the first Pontiac special of the season, slated for Oct 15, Wednesday, 10-11pm NYT. This will provide NBC with a pilot showcase for its future Ginger Rogers Show, a weekly half-hour variety series that will probably start next season, if not sooner. The NBC announcement came a few days after the CBS announcement and in the midst of announcements in Hollywood that Bob Hope was negotiating with the star for a starring role in his "Roberta" presentation on NBC on Sept 19. The latter fell through, but NBC came up with the series coup.....Now that the Academy Awards are sponsored by the movie industry, exhibitors have been able to make a strong point and this coming season's telecast of the Oscar program has been switched to a Monday, April 6, probably 10:30pm-12midnight NYT. It'll be the first such switch for the annual event, but exhibitors feel that if they have to get cut by television, they'd rather have it on a soft night than in the middle of the week.....The CBS-Brown & Williamson switch, delaying The Texan until Sept 29, and moving Four Star's Wanted -- Dead or Alive into the Saturday, 8:30-9pm NYT spot, starting Sept 6, was providential on both sides. Calhoun had injured his leg, delaying his series, originally scheduled to go on the air on Sept 6, and CBS wasn't able to budge Rawhide for sponsors in the Monday, 7:30-8:30pm NYT spot. Now, there's a question about whether Brown & Williamson will still pick up the part tab for a Tuesday night quiz show, since it had been previously reported that they weren't too eager for the new program. In any case, The Texan will make its appearance on Sept 29, Monday, 8-8:30pm NYT, locking horns with NBC's The Restless Gun.....Dick Powell, who makes few live appearances on TV, will take over as host of the Ed Sullivan Show on Aug 31, while Sullivan is in Israel. The Powell-hosted show will include the winners of the annual All Air Force Talent Contest, presented for the fourth consecutive year on the CBS showcase.....The appointment of Sidney Piermont as a talent coordinator for the CBS network program dept in NY, marks the end for all practical purposes of network talent coordination or management by NBC in NY. Piermont has been NBC's manager for program talent in NY for the past seven years. In his new post at CBS he will aid in the booking of talent for the Garry Moore Show, Your Hit Parade and the new Jimmy Dean Show. NBC shows are now all independently booked by their own packaging or production offices, not through the network.

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(MORE)

Mary Martin's day-night "doubleheader" for NBC next Easter weekend, presenting one live color show for children during the afternoon and then a separate live color show for adults during the evening, is expected to attract the largest combined audience ever to see a single performer in one day on TV. The shows will be basically one-woman performances, featuring Miss Martin singing many of the songs she has introduced or has become identified with. Luiz Bonfá, Brazilian guitarist, and Dirk Sanders, dancer, will assist on the shows. The program material will be fully pre-tested, since it will be drawn from among the numbers used in the stage production of "Music With Mary Martin" that the singer will take on a six-month, 83-city tour of the country, starting in September. Richard Halliday, Miss Martin's husband, will be executive producer of the NBC shows.....Ed Sullivan, with permission granted by Sol Hurok, will repeat his June 29 one hour presentation of the Moiseyev Dance Group on The Ed Sullivan Show on tape on one of his November programs.....The inflated figure of \$4,000,000 estimated as the cost for Ziv's World of Giants, was to cover the time and production for a possible sponsor, but CBS has already made the total shrink in the glare of a possible sponsor-less shortened life. The net estimates that its 13-week contract commitment for the series (if cancelled) might come to \$500,000, and the first group of films would also include major amortization of the expensive oversized props constructed for the series.

The 1961-62 season will be the year they re-fought the Civil War (pending conflicts from other conflicts). The 100th anniversary of the War between the States, and other observances of important events in connection with those critical years, have already engrossed the network program planners, and no mere motion picture should dare to compete. Warner Bros. and ABC have the most ambitious schedule, encompassing the production of at least 16 90-minute films, each dramatizing major events of the War, with each to be televised in connection with anniversaries of the specific events. NBC has signed Dore Schary to produce five 90-minute epics to be presented during the centennial season, to cover the war from Sumter to Appomattox in both live and film re-creations. Although CBS has not made a similar announcement as yet, its Public Affairs unit, which has been producing The Twentieth Century series, can be adapted for any historical period as an experienced research-production outfit. Even before the guns start booming again, it might be worth noting that the Civil War is already the most-written-about conflict in history. As an aside, it was during the 1952-53 season that Omnibus presented its five-part film series on Mr. Lincoln, from an original script by James Agee, with Royal Dano in the title role.

The 1958 Miss America Pageant, to be seen over the CBS net for the second straight year, will for the first time present all 51 contestants on the air during the evening. Philco will again sponsor the two-hour TV event, Saturday, Sept 6, 10pm-12 midnight NYT. This year's pageant will probably be the most second-guessed in history, since not only will all the girls be introduced individually, but the ten finalists will be shown performing and answering the questions that lead to the selection of the winner. Paul Levitan will produce the show for the net.....Bayuk Cigars, Inc., already announced as a one-quarter sponsor of NBC's college football telecasts this fall, will also sponsor one-quarter of all other NBC sports programs, running through next season's major league baseball schedule, beginning next April. The sports package involved in the one-quarter sponsorship includes nine college football games, 25 professional basketball games, the Sugar Bowl and Senior Bowl football games, two N.I.T. college basketball games next March and then the complete baseball schedule.

ROSS REPORTS — TELEVISION INDEX

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 25)

NBC- 11:30am-12noon NYT (10:30-11am LAT), Mon thru Fri; DEBUT - Concentration - LIVE from NY; 141 stations live and tape or kine. (Replaces Truth or Consequences which moves to 2-2:30pm NYT (12noon-12:30pm LAT), effective this date, in turn replacing Lucky Partners, last show Aug 22). § Hugh Downs is m.c. for the game show based on a children's memory game and the use of a rebus (word picture). Contestants pick numbers, trying to match pictures of prizes. The game has penalties, forfeits of prizes and a hidden jackpot award.
§ SPONSORS- All segment sponsors, starting in Sept and Oct.
§ PKGR- Barry & Enright Productions(NY); Exec Prod- Robert Noah; Prod- Jack Farren; Dir- Van Fox; Asst Dir- Gene Gaines; Prog Anncr- Art James; Music Dir- Paul Taubman; Music Cond- Al Finelli.

Friday (August 29)

NBC- 8:30-9pm NYT & LAT, this date only; SPECIAL - The Paper Saints - LIVE & FILM from NY; to the net. § A report on the facts and legends behind the Mafia; is it back of all organized crime in the U. S., or is it a Sicilian family affair which happens to engage in law-breaking activities. NBC News correspondent Frank McGee is the narrator-reporter.
§ Sustaining.
§ PKGR- NBC News & Public Affairs(NY); Prod- Chet Hagan; Dir- Robert Priaulx.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Top Dollar; DAYTIME DEBUT Aug 15; Monday thru Friday, 11:30am-12noon NYT (10:30-11am LAT); LIVE from NY; 137 stations live and tape or kine. (Replaces Dotto, last show Aug 15). § Warren Hull is m.c. for a daytime version of the program patterned after the game of "Ghost," a spelling quiz program. The evening program is seen Saturdays, 8:30-9pm NYT (7:30-8pm LAT).
§ SPONSOR- Colgate-Palmolive Co (Ajax, Vel, Fab, Palmolive Soap, Cashmere Bouquet) thru Ted Bates & Co(producing agency); TV Acct Rep- Jack Seery.
§ PKGR- Entertainment Productions, Inc(NY); Exec Prod- Steve Carlin; Prod- Merrill Heatter; Dir- Seymour Robbie; Music Dir- Bob Nicholson.

NBC- Colgate Theatre; DEBUT Aug 19; Tuesday, 9-9:30pm NYT & LAT, Weekly (for seven weeks); FILM, no of stations not available. (Replaces Dotto, last show Aug 12).
§ A group of films, pilots and others from series never before shown on TV.
§ SPONSOR- Colgate-Palmolive Co (Various Products) thru Ted Bates & Co(NY).
§ PKGRS- Desilu Productions, Inc. with various groups, names not available; Film Prod- Desilu Productions, Inc(LA); Prods- Various; Dirs- Various

TALENT SHOWSHEET AND SCRIPT REPORT - AUGUST 25 - AUGUST 31

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of Ozzie and Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Bachelor Father, Broken Arrow, Burns and Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Lassie, Leave It To Beaver, Life and Legend of Wyatt Earp, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams and Eve, No Warning, People's Choice, Real McCoys, Restless Gun, Schlitz Playhouse, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Trackdown, Wagon Train, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

Playhouse 90; Thursday August 14; CBS 9:30pm - DELETE: No Time at All; ADD: Natchez; RE-RUN of 5/29/58.

ED SULLIVAN SHOW; Sunday August 17; CBS 8pm - DELETE: Sandy Preshay.

DEBUT: Colgate Theatre; Tuesday August 19; NBC 9pm - Adventures of a Model; (O) Sidney Shelton; with Joanne Dru, William Redfield, Roland Winters, Nancy Kulp, John Emery; Dir - Norman Tokar.

JACK PAAR SHOW; NBC 11:15pm; 8/21 - ADD: Genevieve(S); 8/22 - DELETE: Genevieve(S); ADD: Cliff Arquette(C), Vincent Price(A), Maxie Rosenbloom(C).

DICK CLARK SHOW; Saturday August 23; ABC 7:30pm - DELETE: Everly Brothers(S); ADD: Dale Hawkins(S), Chuck Berry(S), Bobby Hendricks(S).

BOB CROSBY SHOW; Saturday August 23; NBC 8pm - ADD: Connee Boswell(S).

LOOK UP AND LIVE; Sunday August 23; CBS 10:30am - ADD: Diary of a Teenager; (Eighth in a nine-part series); Episode #8 - (O) Steven Gethers; with regulars & Jacqueline McKeever, James Broderick.

CAMERA THREE; Sunday August 24; CBS 11:30am - ADD: The Tell-Tale Heart; (O) Edgar Allen Poe; with Michael Kane.

STEVE LAWRENCE AND EYDIE GORME SHOW; Sunday August 24; NBC 8pm - ADD: Don Knotts(C).

MONDAY AUGUST 25

STARS OF JAZZ ABC 9pm(10:30) Oscar Peterson Trio(M), Buddy Rich(M), Pat Healy(S).

POLKA-GO-ROUND ABC 9:30pm Carolyn DeZurik(S)

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) Bellingham; (O) Elliot West; (A) A. J. Carothers and Elliot West; with Leo G. Carroll, Kenneth Haigh, John Abbott, Billy Pottton, Noel Drayton, Doris Lloyd; Dir - Russell Stoneham.

Suspicion NBC 10pm Doomsday; RE-RUN of 12/16/57.

TUESDAY AUGUST 26

THE INVESTIGATOR NBC 8pm with Elizabeth Montgomery, George C. Scott, Peter Hanley, (Lonny Chapman, Howard St. John) Madge Evans, Mary James, David J. Stewart, Will Kuluva, Henderson Forsythe, Bernie Kates.

Colgate Theatre NBC 9pm The Last Marshal; with James Craig, Marshall Thompson, Robert J. Wilke, Trevor Bardette, Kem Dibbs, Dale Van Sickle, Earl Hodgins, Judith Ames, Richard Keith.

WEDNESDAY AUGUST 27

Tombstone Territory ABC 8:30pm The Gatling Gun; with Douglas Kennedy, Maggie Mahoney;(SW&SD). (Pat Conway)

WEDNESDAY AUGUST 27 (Cont'd)
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|                          |          |                                                                                                                                                           |
|--------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| KRAFT MYSTERY<br>THEATRE | NBC 9pm  | <u>Web of Guilt</u> ; (O) Mel Goldberg; with Si Oakland, Fred J. Scollay, Michael Higgins, Lois Wheeler, Ann Hillary; Dir - William Corrigan.             |
| US STEEL HOUR            | CBS 10pm | <u>Be My Guest</u> ; (O) John Whedon; with Elliott Nugent, Larry Blyden, Joanna Moore, Augusta Dabney, "Happy" Felton, Raymond Walburn; Dir - Alex Segal. |

THURSDAY AUGUST 28  
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<u>Navy Log</u>	ABC 9:30pm	<u>Mama Germaine</u> ; with Francoise Rosay, Bob Crosson, Nick Brady, Ivy Eliss; (SW&SD).
<u>Playhouse 90</u>	CBS 9:30pm	<u>No Time At All</u> ; RE-RUN of 2/13/58.
<u>Buckskin</u> (Tommy Nolan)	NBC 9:30pm	<u>The Gold Watch</u> ; with regulars & Anna Marie Nanasi, Mike Road; (SW&SD).

FRIDAY AUGUST 29
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|               |            |                           |
|---------------|------------|---------------------------|
| THIS IS MUSIC | ABC 8:30pm | <u>The Crew Cuts</u> (S). |
|---------------|------------|---------------------------|

MULTIPLE & ACROSS-THE-BOARD SHOWS - AUGUST 25 - AUGUST 29  
 ~~~~~

TODAY	NBC 7am	Charles Van Doren subs for Dave Garroway for this week. 8/26 - Gus Van(C); 8/29 - Julie Wilson(S), Marshall Grant Trio(M).
MODERN ROMANCES	NBC 4:45pm(1:45)	Second week of three-week series; with Joanne Linville, Mark Roberts, Melville Ruick, Marion Winters, Frank Scofield.
JACK PAAR SHOW	NBC 11:15pm	8/25 - Richard Hayes(S), Genevieve(S); 8/26 - Judy Lynn(S), Hans Conried(A), Cliff Arquette(C); 8/27 - Richard Hayes(S), Genevieve(S), Kaye Ballard(C), Ed & Pegeen Fitzgerald; 8/28 - Cliff Arquette(C), Judy Lynn(S); 8/29 - Eva Gabor(A), Johnny Desmond(S), Hans Conried(A).

SATURDAY AUGUST 30
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|                 |                  |                                                                                                            |
|-----------------|------------------|------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW | CBS 12 Noon      | <u>LAST SHOW</u> . George Hamilton IV(S), Joni James(S).                                                   |
| TRUE STORY      | NBC 12 Noon(4pm) | <u>The Man in One-B</u> ; (O) Barry Lake; with Jan Miner, John Gibson, Phillip Sterling, Warren Berlinger. |
| DICK CLARK SHOW | ABC 7:30pm       | Betty Madigan(S), Bill Haley and the Comets(M-S), The Poni Tails(S), Jim Reeves(S).                        |
| BOB CROSBY SHOW | NBC 8pm          | George De Witt(C), June Valli(S), Vaughn Monroe(S), Leslie Uggams(S).                                      |

SUNDAY AUGUST 31  
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ED SULLIVAN SHOW	CBS 8pm	Winners of the Annual All Air Force Talent Contest. Dick Powell will be host for this show.
STEVE LAWRENCE & EYDIE GORME SHOW	NBC 8pm	Dolores Gray(S), Peter Lawford(A), Shari Lewis(ventril).
CHEVY SHOW	NBC 9pm	with regulars & Stan Freberg(C).

ROSS REPORTS—TELEVISION INDEX

AUG 28 1958

AUGUST 27, 1958

NBC GENERAL LIBRARY

VOLUME 10 NUMBER 35 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

CBS added it all up and found that a special musical version of "Treasure Island" to be presented live from NY next spring makes the count 35 for the number of specials the net has scheduled for the coming season. The Robert Louis Stevenson adventure story set to music will be put together by producer-director Bob Banner as a production of Bob Banner Associates, Inc. The organization's first CBS special will be The Ginger Rogers Show for Pontiac on Oct 15. "Treasure Island" will be a 90-minute musical.....Steve Allen will return to NBC on Sept 7 and present two shows from NY and then move to Hollywood (NBC prefers Burbank as its base city name) for his next two programs. The first of the West Coast originations, on Sept 21, will introduce the NBC stars whose programs will originate from LA during the season.....Chrysler Corp decided that Chevrolet gets a good ride with its "Chevy" shows, even though newspaper logs won't use the term, so the Lawrence Welk Show on ABC that was Top Tunes and New Talent before it went on vacation will come into its new Wednesday, 7:30-8:30 pm NYT spot on Sept 10 as The Plymouth Show, Starring Lawrence Welk. Welk was supposed to return on Aug 25 to his previous Monday night time, but the switch made possible by the Walt Disney move to Fridays, 8-9pm NYT, effective Sept 12, opened up the Wednesday spot, preferred by Chrysler to attract an early evening audience. The Saturday Welk ABC show continues in its 9-10pm NYT spot for Chrysler's Dodge Division.....Walt Disney Presents, the switch from Disneyland, will emphasize the "old" Southwest following the continuing popularity of Westerns, with at least 12 hours of programming devoted to law enforcement stories. A minimum of four programs will tell the feats of Elfego Baca, played by Robert Loggia, and at least eight programs will highlight the adventures of John Slaughter, a Tombstone, Arizona, sheriff. The Walt Disney changeover will move the new G. E. series, Man With a Camera, to the 9-9:30pm NYT spot starting Oct 10. It had been slated for 8-8:30pm NYT.

It might be too early to be a trend, but several proposed series have followed the production of feature-length movies, the object being to utilize extra footage, familiar production locales and also to provide a full-scale "pilot" for sponsors who seem to be sated by pilots cramming too many incidents into a half-hour showcase. In any case, CBS and Buart Productions (Budd and Stuart Schulberg) will co-produce a half-hour series for the 1959 season to be called Ross of the Everglades, an action-adventure series built around the title character, Steve Ross, a ranger in the Florida Everglades. Stuart Schulberg will produce and Budd will supervise scripts and write episodes in the series. The Schulbergs recently produced "Wind Across the Everglades," a feature film for Warner Bros.....Although Colgate-Palmolive picked up a 13-week option on The Thin Man series, it may not come back unless MGM-TV can straighten out the problem of the stars. Although Colgate is reported to have an interest in the series, no one would pick up Peter Lawford's 26-week option, so the husband and wife roles are set to be re-cast, but every one must be satisfied because the series will now have to make a fresh start to hold audience interest.

- Page 1 -

(MORE)

The Film Producers Assn of NY complaint to the Dept of Justice's Anti-trust Division about unfair competition in the production of videotape commercials by the networks was keyed to the FPA belief that although the nets have a legal right to produce commercials and programs on tape, it is the "possible illegal use" of that right that the FPA is concerned with.....Robert Gimbel has been appointed executive producer, daytime programs, NBC net, with John C. Greene upped to the post of manager, daytime program operations.....John McGiffert, who has been a writer for the program for more than a year, has been named producer of CBS' Camera Three, effective Oct 12. He replaces Robert Herridge, who has been guest producer of the program for a limited two-month period.....High Adventure With Lowell Thomas will present four episodes in this season's series, starting with its first program on Oct 8, Wednesday, 8-9pm NYT (there were seven program in last season's series). The programs, to be presented on different days, in different evening time periods, will again be sponsored by the United Motors System and the Delco-Remy Division of General Motors, thru Campbell-Ewald Co. The Oct 8 program will explore Alaska and upcoming shows will show the African Congo and the Mountains of the Moon on the border of Uganda, with other locales to be announced.....The four directors named by producer Albert McCleery to handle his new series, The Further Adventures of Ellery Queen, starting in live color over NBC on Sept 26, Friday, 8-9pm NYT, will be Lamont Johnson, Livia Granito, Walter Grauman and Alan Cooke. All are alumni of McCleery's NBC Matinee Theater programs.

Definite dates for some of the CBS specials for the coming season are: Oct 28, Tuesday, 7:30-9pm NYT, live from NY, "The Count of Monte Cristo," on Du Pont Show of the Month, produced by Talent Associates; Nov 10, Monday, 10-11pm NYT, live from NY, Timex All-Star Jazz Show, starring Louis Armstrong; Nov 13, Thursday, 9:30-11pm NYT, live from NY, Joseph Conrad's "Victory," on the Du Pont Show of the Month, to be produced by Gordon Duff; Nov 29, Saturday, 9-10pm NYT, live from NY, Victor Borge's Comedy and Music; Nov 30, Sunday, 9-11pm NYT, live from NY, Wonderful Town, starring Rosalind Russell; Dec 1, Monday, 7:30-8:30pm NYT, Timex All-Star Jazz Show, stars to be named; Dec 16, Friday, 10-11pm NYT, live from NY, Mary Martin Sings the Rodgers and Hart Songbook; Dec 18, Thursday, 9:30-11pm NYT, live from NY, "The Little World of Don Camillo," on the Du Pont Show.

One querier (not a columnist) asks, when all those intellectuals are talking to and writing to columnists about the kind of fare they'd like to see on TV, who's at home watching the "trash" put on for the masses? Same source: Did all those writers who knock re-runs ever see the original showings -- and is that why they're positive that all re-runs are "tired"?

Sterling Drug brings its Saber of London series, produced in England, back to its NBC slot, Sundays, 7-7:30pm NYT, starting Oct 19.....William Kozlenko has been signed as program and story consultant at MGM-TV, under studio exec producer Richard Maibaum.

§ § §

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EDITOR: Jerry Leichter

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(Sept 3)

ABC- 9:30-10pm NYT, this date and Sept 10; SPECIAL - Monganga - FILM; to the net. (Replaces The Baseball Corner, last show August 27). § Documentary film telling the true story of Dr. John E. Ross, a medical missionary in Africa, presented in two parts, with John Gunther as principal commentator. The film was originally prepared for The March of Medicine and shown on NBC on Nov 27, 1956, with a repeat showing on NBC on March 5, 1957.

§ Sustaining.

§ PKGR & Film Prod- Smith, Kline & French Medical TV Unit.

Friday(Sept 5)

NBC- 8:30-9pm NYT & LAT, this date only; SPECIAL - The Fifth French Republic - FILM; to the net. § Chet Huntley interviews Jacques Soustelle in Paris and presents a report on Charles de Gaulle's tour through Africa and an address in France on his new constitution.

§ Sustaining.

§ PKGR- NBC News & Special Events; Prod- Reuven Frank; Dir- Jack Sughrue.

Saturday(Sept 6)

CBS- 12-1pm NYT (10:30-10:45am LAT), Weekly; DEBUT - The George Hamilton IV Show - LIVE from Washington, D.C.; to the net. (Replaces The Jimmy Dean Show, last show August 30). § Singer George Hamilton IV is host of the show, presenting the same supporting cast that appeared on The Jimmy Dean Show: singers Jan Crockett, Jo Davis, Mary Klick and The Country Lads; The Texas Wildcats band and ventriloquist Alec Houston.

§ Sustaining.

§ PKGR- CBS-TV with Connie B. Gay(Wash); Assoc Prod- Herb Benton; Dir- Bill Linden; Asst Dir- Willard Jeffrey; Music Dir- Jack French; Sets- Peter Masters.

CBS- 8:30-9pm NYT (7:30-8pm LAT), Weekly; DEBUT - Wanted - Dead or Alive - FILM; no. of stations not available. (Replaces Top Dollar, last evening show August 30). § Steve McQueen stars in this Western drama series as Josh Randall, bounty hunter, a man who tracks down outlaws for the reward money.

§ SPONSOR- Brown & Williamson Tobacco Corp (Viceroy, Kool Cigarettes) thru Ted Bates & Co., Inc(NY).

§ PKGR- Malcolm Enterprises, Inc., with Four Star Films, Inc(LA); Film Prod- Four Star Films, Inc., at Fox Western Ave. Studio, LA; Exec Prod- Vincent Fennelly; Prod- John Robinson; Dirs- Thomas Carr, Don McDougall, others; Dir of Photog- George Diskant.

THIS WEEK(Cont'd)

Saturday(Sept 6)

CBS- 10pm-12midnight NYT (9-11pm LAT), this date only; SPECIAL - The Miss America Pageant - LIVE from Atlantic City, N.J.; 160 stations live and tape. (Pre-empts Gunsmoke, 10-10:30pm NYT). § Telecast of the Miss America Pageant at Convention Hall, with Douglas Edwards and Miss Lee Meriwether as hosts and Bert Parks as on-stage m.c. Filmed highlights of Pageant Week will be included.
§ SPONSOR- Philco Corp (Radios, TV, Phonos) thru BBDO(NY).
§ PKGR- CBS News & Special Events(NY); Prod- Paul Levitan; Dir- Vern Diamond.

NBC- approx 4:30-6pm NYT (approx 1:30-3pm LAT), also Sept 7, Sun, 2-5pm NYT (11am-2pm LAT), these dates only; SPECIAL - National Singles Tennis Championships - LIVE from NY; to the net. § Don Budge, Bud Palmer and Lindsey Nelson are the commentators for the men's semi-final rounds on Saturday and the men's and women's finals on Sunday; at the West Side Tennis Club, Forest Hills.
§ Sustaining.
§ PKGR- NBC Sports Dept with the U.S.L.T.A.; Prod- Perry Smith.

Sunday(Sept 7)

CBS- 11-11:30am NYT (10-10:30am LAT), Weekly; RETURN - U.N. in Action - LIVE and/or FILM from NY; to the net. (Replaces Eye on New York, which reverts to local NY showings, last net show, Aug 31). Daniel Schorr is host for live interviews with world diplomats and on-the-spot filmed reports of U.N. developments. Program originates at the U.N. George Hicks narrates the film segments.
§ Sustaining.
§ PKGR- CBS News & Public Affairs(NY); Prod- Harry Rasky.

NBC- 8-9pm NYT & LAT, Weekly; RETURN - The Steve Allen Show - LIVE (COLOR) from NY; 155 stations live, 7 tape and kine. (Replaces Steve Lawrence and Eydie Gorme, last show Aug 31). § Steve Allen returns as star of his informal variety-comedy show, featuring Louis Nye, Don Knotts and Tom Poston and top guests.
§ SPONSORS (half-hour each, alt weeks) 1) E. I. Du Pont de Nemours & Co, Inc (Zerex Anti-Freeze), for 7 weeks, starting Sept 21, thru BBDO(NY); Acct Exec- Wells Newell. 2) Greyhound Corp (Transportation) thru Grey Advertising Agency, Inc(NY); Senior Acct Exec- Walter Grosvenor. 3) North American Philips Co., Inc (Norelco Speedshaver) thru C. J. La Roche & Co., Inc(NY); Acct Execs- John Southard, John Tobin. 4) Polaroid Corp (Cameras), for 11 weeks, starting Oct 12, thru Doyle Dane Bernbach, Inc(NY); Acct Exec- Joe Daly.
§ PKGR- Bellmeadows Enterprises, Inc(NY); Exec Prod- Jules Green; Prod- William Harbach; Asst Prod- James Elson; Dir- Dwight Hemion; Chief Writer- Leonard Stern; Writers- Herb Sargent, Stan Burns, Bill Dana, Don Hinckley; Music Dir- Skitch Henderson; Prog Anncr- Gene Rayburn; Sets- Hjalmar Hernanson; Cost- Guy Kent.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Millionaire (Wed, 9-9:30pm NYT; 8-8:30pm LAT) New series begins Sept 3; was seen in re-run during the summer (see Television Index card).

Trackdown (Fri, 8-8:30pm NYT; 7-7:30pm LAT) New series begins Sept 5; was seen in re-run during the summer (see Television Index card). Change acct execs to: Compton, John Egan; BBDO, D. M. Rowe.

The Gale Storm Show (Sat, 9-9:30pm NYT; 8-8:30pm LAT) New series begins Sept 6; was seen in re-run during the summer (see Television Index card). Program has dropped its subtitle, Oh! Susanna. Change acct execs to: Edward H. Weiss & Co (Chi), Marvin Mann; Bryan Houston, Inc(NY), Robert Denning.

Lassie (Sun, 7-7:30pm NYT & LAT) New series begins Sept 7; was seen in re-run during the summer (see Television Index card). Changes: June Lockhart and Hugh Reilly replaced Cloris Leachman and Jon Sheppard as regulars. Now produced at Desilu Hollywood Studio; Exec Prod- Sherman A. Harris; Prod- Robert Golden; Dir- George Archainbaud; Story Ed- Rose Mathias; Dir of Photog- Kenneth Peach, Jr.

TALENT SHOWSHEET AND SCRIPT REPORT - SEPTEMBER 1 - SEPTEMBER 7
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Jim Bowie, Adventures of Ozzie and Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Bachelor Father, Broken Arrow, Burns and Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Leave It To Beaver, Life and Legend of Wyatt Earp, M Squad, Perry Mason, Maverick, Mr. Adams and Eve, People's Choice, Real McCoys, Restless Gun, Schlitz Playhouse, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Wagon Train, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

US STEEL HOUR; Wednesday August 27; CBS 10pm - ADD CAST: Robby Hayes, Bert Thorn, Lucille Benson.

JACK PAAR SHOW; NBC 11:15pm; 8/28 - ADD: Sterling Holloway(A), Phil Ford & Mimi Hines(S-C).

LOOK UP AND LIVE; Sunday August 31; CBS 10:30am - ADD: Diary of a Teenager; (Ninth in a nine-part series); Episode #9 -(O) Jack Kune; with regulars & Jacquelyn McKeever.

CAMERA THREE; Sunday August 31; CBS 11:30am - ADD: Frank O'Connor will tell one of his own stories.

CHEVY SHOW; Sunday August 31; NBC 9pm - ADD: Dorothy Kirsten(S), Elliot Reid(C).

MONDAY SEPTEMBER 1  
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STARS OF JAZZ	ABC 9pm (10:30)	Barbara Dane(S), Ray Bauduc-Nappy Lamare "Riverboat Dandies" Sextet(M).
POLKA-GO-ROUND	ABC 9:30pm	Zilvitis Lithuanian Dancers.
STUDIO ONE IN HOLLYWOOD	CBS 10pm (9)	<u>The Lady Died At Midnight</u> ; (O) Charles Larson; with Paul Douglas, Earl Holliman, Gary Merrill, Larry Dobkin, Eddie Firestone, Alan Dexter, John Cowell, Earl Parker, Bart Robinson, Eugenia Paul, Al Hopson; Dir - Paul Nickell.
<u>Suspicion</u>	NBC 10pm	<u>Comfort for the Grave</u> ; RE-RUN of 1/27/58.

TUESDAY SEPTEMBER 2
 ~~~~~

|                                                      |         |                                                                                                                                                                                      |
|------------------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE INVESTIGATOR<br>(Lonny Chapman, Howard St. John) | NBC 8pm | <u>LAST SHOW.</u> with Peggy McKay, Colleen Dewhurst, Read Morgan, Val Avery, Russell Hardie, Milton Selver.                                                                         |
| <u>Colgate Theatre</u>                               | NBC 9pm | <u>Night in Havana</u> ; with Ricardo Montalban, Mari Aldon, Lita Milan, Edward Colmans, James Gavin, Maria Munne, Luis Oquendo, Rogelio Hernandez, Gustave Meier, Paul Castellanos. |

WEDNESDAY SEPTEMBER 3  
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<u>Tombstone Territory</u> (Pat Conway)	ABC 8:30pm(9)	<u>The Black Marshal from Deadwood</u> ; with Lon Chaney, John Close, Fredric Gavlin, David Whorf.
<u>The Millionaire</u> (Marvin Miller)	CBS 9pm	<u>RETURN: NEW SEASON:</u> Regular in this series is Mr. Miller. <u>Betty Hawley</u> ; with Richard Jaekel, Lisa Daniels.
KRAFT MYSTERY THEATRE	NBC 9pm	<u>Back Track</u> ; (O) Samuel Elkin; with John Baragrey, Phyllis Hill, Lawrence Weber, Victor Thorley, Dan Morgan, Martin Rudy, Ward Costello; Dir - Murray Golden.

ARMSTRONG CIRCLE THEATRE	CBS 10pm	<u>Kidnap Story: Hold for Release</u> ; RE-RUN of 6/11/58.
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THURSDAY SEPTEMBER 4
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|                                  |            |                                                                                                                      |
|----------------------------------|------------|----------------------------------------------------------------------------------------------------------------------|
| <u>Navy Log</u>                  | ABC 9:30pm | <u>Commander and the Kid</u> ; with Lawrence Dobkin, Brenda Lee, Tristram Coffin, Teru Shimada, Philip Ahn; (SW&SD). |
| <u>Playhouse 90</u>              | CBS 9:30pm | <u>The Dungeon</u> ; RE-RUN of 4/10/58                                                                               |
| <u>Buckskin</u><br>(Tommy Nolan) | NBC 9:30pm | <u>The Ghost of Balaclava</u> ; (O) Harold Swanton; with regulars & Alan Marshall; Dir - David Butler.               |

FRIDAY SEPTEMBER 5  
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<u>Trackdown</u> (Robert Culp)	CBS 8pm(7)	<u>RETURN: NEW SEASON</u> : Regular in this series is Mr. Culp. This first episode is written by Norman Jacob; directed by Donald McDougall.
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MULTIPLE & ACROSS-THE-BOARD SHOWS - SEPTEMBER 1 - SEPTEMBER 5
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|                 |                  |                                                                                                                                                                |
|-----------------|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MODERN ROMANCES | NBC 4:45pm(1:45) | Third week of three-week series; with Mark Roberts, Joanne Linville, Marion Winters, Frank Scofield, Frank Beir, Ruth McDevitt.                                |
| JACK PAAR SHOW  | NBC 11:15pm      | 9/1 - Marion Marlowe(S); 9/2 - Betty Ann Grove(S); 9/3 - Tony Rossi(S); 9/4 - Cliff Arquette(C), Betty Ann Grove(S); 9/5 - Dave Gardner(C), Marion Marlowe(S). |

SATURDAY SEPTEMBER 6  
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GEORGE HAMILTON IV SHOW	CBS 12 Noon	<u>PREMIERE</u> : Regulars on this show are: Jan Crockett(S), Jo Davis(S), Mary Klick(S), The Country Lads(S), The Texas Wildcats(M), Alec Houston(ventril). Guests this week are: The Four Aces(S), Gloria Lambert(S).
TRUE STORY	NBC 12 Noon(4pm)	(O) Bob Corcoran; with Diana Herbert, Arch Johnson.
DICK CLARK SHOW	ABC 7:30pm	Ruth Brown(S), Tommy Edwards(S), The Quin-Tones(S), Bobby Denton(S).
BOB CROSBY SHOW	NBC 8pm	Eileen Rodgers(S), Billy Eckstine(S), Eddie Foy(C), Gary Morton(C).
<u>Wanted--Dead or Alive</u> (Steve McQueen)	CBS 8:30pm	<u>PREMIERE</u> : Regular in this series is Mr. McQueen; with Michael Landon, Nick Adams, Jenifer Lea, Dabbs Greer, Vaughn Taylor, John Cliff; (SW&SD).
<u>Gale Storm Show</u>	CBS 9pm(8)	<u>RETURN: NEW SEASON</u> : Regulars in this series are Miss Storm, Zasu Pitts, Roy Roberts; (O) Alex Gottlieb; with regulars & John Agar; Dir - William Seiter.

SUNDAY SEPTEMBER 7
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|                  |         |                                                                                                                                                                                                                                                                                                                    |
|------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Lassie</u>    | CBS 7pm | <u>RETURN: NEW SEASON</u> : Regulars in this series are: Jon Provost, June Lockhart, George Chandler, Hugh Reilly, Todd Ferrell; (O) Vincent Fotre; with regulars & George Cisar, Arthur Space; Dir - George Archainbaud.                                                                                          |
| ED SULLIVAN SHOW | CBS 8pm | Johnnie Ray(S), Georgia Gibbs(S), Jane Morgan(S), Jill Corey(S), "Ice Capades of 1959" with Ronnie Robertson, Cathy Machado, Bobby Specht, Helga, Jimmy Grogan, Eric Waite, Freddie Trenkler, Fergie & Larson, Labreque & Gray; Professor Backwards(C), Jinx(chimp).                                               |
| STEVE ALIEN SHOW | NBC 8pm | <u>RETURN: NEW SEASON</u> : Regulars on this show are: Louis Nye(C), Tom Poston(C), Don Knotts(C), Gene Rayburn(anncr); Writers-Leonard Stern, Herb Sargent, Stan Burns, Bill Dana, Don Hinkley; Dir- Dwight Hemion; Guests this week are: Andy Griffith(C), Steve Lawrence(S), Eydie Gorme(S), McQuire Sisters(S) |
| CHEVY SHOW       | NBC 9pm | with regulars & Carol Burnett(C), Mickey Shaughnessy(C).                                                                                                                                                                                                                                                           |





# ROSS REPORTS — TELEVISION INDEX

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

The quiz show circus has apparently made the big time, with Congressional committee members scrambling to get into the act. Belligerent quote from one Congressman: "It's been amazing to me how people could possess all that unlimited knowledge on a quiz show. I always felt it was a rigged affair." Other legislators also seemed eager to join the parade to request an investigation of "these deceitful practices," which are fairly non-political fodder for pre-election time campaigning. Also adding to the complicated puzzle was the action of the packaging team of Jack Barry and Dan Enright in releasing for the press, tapes of purported conversations that took place between Herbert Stempel and Dan Enright in Enright's office that contained an admission of attempted blackmail on the part of the person, described as Stempel, whose conversation had been taped. Monday night, on The Jack Paar Show, jockey Billy Pearson, a guest on the show, who has been a highly successful contestant on The \$64,000 Question and then on The \$64,000 Challenge, declared on camera that he was puzzled by the fact that no legal agencies seem to have investigated the actions of the two main accusers of quiz shows whose names have been revealed thus far, since on the face of it, each seems to have entered agreements to conceal purported frauds, and according to the information released by the New York District Attorney's office, each only "blew the whistle" when the packagers they had accused did not come through with a high enough payoff.

The extreme sensitivity of the quiz shows to any charges of trickery was never better illustrated than Sunday night when The \$64,000 Challenge interrupted its normal quiz routine to demonstrate to the audience that envelopes used during an earlier question sequence contained only one card with a question on it, while another card, discarded by contestants, was merely a "cover" to insure that none of the writing on the first card could be seen through the envelope. The action was authorized by executive producer Steve Carlin, who was in the control room during the program when several telephone calls were received, questioning the handling of the envelopes.....Another development is the obvious fact that newspaper TV columnists are giving the daytime and nighttime quiz shows a closer look than ever before, picking up behavior oddities on the part of m.c.'s and contestants -- looking for odd stories. Before the scandal broke, the only quiz show stories that made the papers were the ever-increasing sums of money won by by educated minds.....Several producers feel that despite the big stink being raised, unless the viewers desert the quiz shows in droves, they will stick around on a limited basis, with few being dropped because of any scandals. The prime attraction of the quiz shows for sponsors is their low over-all cost, and few program formats have been devised that allow almost uninterrupted display of the sponsor's trademark. Even threats of possible law suits by losing contestants will not deter sponsors, since a high percentage of these come from cranks, as past experience has proven. The big decision by sponsors and agencies will come when ratings and over-all audience reactions can be calculated after a good sweating-out period.

- Page 1 -

(MORE)





NBC is using NBC Matinee Theater filmed hours to fill spots in its schedule until regular fall programs come on the scene. The first is "Mr. Krane," a story of the future, starring Sir Cedric Hardwicke, which will fill the spot left by The Investigator's departure after its summer run in the Tuesday, 8-9pm NYT spot, last show Sept 2. The Eddie Fisher Show doesn't come back until Sept 23. CBS is doing the same with a two-part Studio One kine, starring Ralph Bellamy in one of that program's few two-part presentations.....Carling Brewing Co thru Lang, Fisher and Stashower, Inc(Cleveland) will sponsor a half-hour of of CBS' two-hour production of Wonderful Town, starring Rosalind Russell on Nov 30, Sunday, 9-11pm NYT. Westclox Division of General Time Corp thru BBDO was previously announced as a sponsor of one hour of the program.....David Lewis, movie producer, will make his first venture in TV as producer of the half-hour series, Woman in the Case, to be co-produced by CBS and Tarafilm Productions. The firm is headed by actress Maureen O'Hara and her brother, Robert B. Fitzsimons. Miss O'Hara will star in one-third of the stories of the anthology series and act as hostess for the others. Each of the stories will be based on "the woman in the case," and those in which Miss O'Hara does not appear will star top female personalities.....Gary Cooper will make his acting TV debut as a guest on The Jack Benny Program, on the live program that will open Benny's ninth season on TV on Sept 21, Sunday, 7:30-8pm NYT.....Loring Smith, Larry Blyden, Charlotte Rae and Elizabeth Montgomery will be the stars in support of Art Carney and Marion Lorne in Show of the Month's "Harvey," on Sept 22, Monday, 9:30-11pm NYT. George Schaefer (Hallmark Hall of Fame) will direct the comedy.

Jimmy Dean's regular supporting cast on his new daytime CBS show starting Sept 15, Monday thru Friday, 2-2:30pm NYT, will include The Double Dates (two girls, two boys), a singing and dancing quartet, and guitarist Herbie Jones. Jones comes from Dean's previous Washington-based programs.....Nick Castle has been signed as choreographer and Nelson Riddle as musical arranger-conductor for The Ginger Rogers Show, one-hour special to be produced and directed by Bob Banner on CBS on Oct 15, Wednesday, 9-10pm NYT.....Boxing will be preempted by bowling on Dec 12 on NBC, when the final round of the second annual World's Invitational Match-Game Bowling Championship will be a one-night feature of the Friday Gillette Cavalcade of Sports.....Screen Gems has bought the TV rights to "Ensign O'Toole and Me," a recently published novel by Capt. William Lederer concerning the misadventures of a Navy ensign with the Pacific Fleet. Lederer (public relations aide for the Commander-in-Chief of the Pacific Fleet) will write the pilot film, planned for sale for the 1959-60 season. .

Jackie Gleason will carry on the tradition of opening his shows with beautiful girls by presenting six on his first program, Oct 3, Friday, 8:30-9pm NYT. The girls will be chosen according to ancestral lines, with one American, one Chinese, one English, one Negro, one French and one Irish girl to be selected to form the opening billboard of the program. Preliminary auditions will take place on Sept 8, Monday, at 2pm at CBS Studio F, 524 West 57th St., New York. Each candidate is required to bring a photograph.

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# ROSS REPORTS—TELEVISION INDEX

SEPTEMBER 8-14, 1958

2

VOLUME 10

NUMBER 37

PROGRAMS • ADVERTISERS • TALENT

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EDITOR: Jerry Leichter

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RECEIVED

WEEKLY REPORT

SEP 8 1958

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

NBC GENERAL LIBRARY

## Monday (Sept 8)

ABC- 9-9:30pm NYT & LAT, Weekly; RETURN - The Voice of Firestone - LIVE from NY; approx 90 stations live and tape. (Replaces Stars of Jazz, which moves to Thursdays, 10-10:30pm NYT, effective Sept 11, in turn replacing Confession, which moves to Tuesdays, 10-10:30pm NYT, effective Sept 9.) § All-music programs, presenting outstanding singers, instrumentalists, orchestras and conductors in the classical, semi-classical and popular fields, with each of the types of programs presented on a rotating basis during the season. John Daly is narrator on each of the programs. The program format is changed from previous seasons, when the program had a permanent orchestra and chorus.

§ SPONSOR- Firestone Tire & Rubber Co thru Sweeney & James Co (Cleveland).

§ PKGR- Firestone Tire & Rubber Co with ABC-TV(NY); Prod- Frederick Heider; Assoc Prod & Choreog- Danny Daniels; Dir- Richard Donovan Dunlap; Music Conductors- Various guests; Choral Dir- Harry Simeone; Comm & Prog Anncr- Hugh James; Sets- Fred Stover; Writers- David Gregory, Harold Flender.

CBS- 10-11pm NYT (9-10pm LAT), this date only; SPECIAL - Music, U.S.A. - LIVE from LA; 97 stations live and 8 tape; 20 live and 15 kine in Canada. (Pre-empts Studio One in Hollywood, this date only). § Musical program, starring Johnny Green conducting a 60-man orchestra, and featuring Benny Goodman and his quartet (see page A for other cast credits).

§ SPONSOR- Westinghouse Electric Corp (Radio-TV Div) thru Grey Advertising Agency, Inc(NY); Acct Exec- John Mazey.

§ PKGR- CBS-TV(LA); Exec Prod- Robert Sparks; Prod- Eva Wolas; Dir- Norman Abbott; Assoc Dirs- Jack Orbinson, Jerry Leshay; Music Dir- Johnny Green; Art Dir- Edgar Lansbury; Sets- Bob Nelson; Writer- Cy Howard.

## Tuesday (Sept 9)

ABC- 9:30-10pm NYT, this date and Sept 16; SPECIAL - DEW Line - FILM; to the net. (Replaces Pantomime Quiz, last show Sept 2). § Two-part special documentary report on the construction and maintenance of the chain of radar stations stretching across the Arctic region to warn of approaching airborne objects.

§ Sustaining.

§ PKGR & Film Prod- No production credits available.

NBC- 8-9pm NYT & LAT, this date only; SPECIAL - Mr. Krane - FILM (COLOR), 136 stations net and delayed. (Replaces The Investigator, last show Sept 2).

§ Filmed drama starring Sir Cedric Hardwicke, originally presented on NBC Matinee Theater on Jan 3, 1956 and repeated twice more on that program during 1957.

§ SPONSOR- Radio Corp of America (RCA Victor) thru Kenyon & Eckhardt, Inc(NY).

§ PKGR- NBC-TV(LA); Prod- Albert McCleery; Dir- Boris Segal.

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THIS WEEK(More)





THIS WEEK(Cont'd)

Wednesday(Sept 10)

ABC- 7:30-8:30pm NYT (8-9pm LAT), Weekly; DEBUT - The Plymouth Show, Starring Lawrence Welk - LIVE from LA; approx 175 stations live and tape or kine. (Replaces Disneyland, last show Sept 3; see Walt Disney Presents under Sept 12). § Music series, starring Lawrence Welk, his orchestra and instrumental and singing specialists; presenting music and songs ranging from standards to pops to jazz. A previous version of this program, called Lawrence Welk's Top Tunes and New Talent, was seen on Mondays, 9:30-10:30pm NYT, prior to summer hiatus. § SPONSOR- Plymouth Division, Chrysler Corp., thru Grant Advertising, Inc (for TV); Acct Exec- Doyle Lott(Detroit); TV Acct Rep- John Pinto(NY); Agcy TV Superv- John Gaunt(H'wood). § PKGR- Telekew Productions, Inc(LA); Exec Prod- Sam Lutz; Prod- Edward Sobol; Dir- James Hobson; Prog Anncr- Peter Hansen.

Friday(Sept 12)

ABC- 8-9pm NYT & LAT, Weekly; DEBUT - Walt Disney Presents - FILM; approx 180 stations net and delayed. (Replaces The Adventures of Jim Bowie, 8-8:30pm NYT, last show Aug 29; and This Is Music, 8:30-9pm NYT, last show Sept 5). § Varied films ranging from true adventure and biographic films to presentations of four to eight episodes, each one-hour, about law enforcement officers of the West. At least four one-hour programs will concern the story of Elfego Baca of the Southwest, and at least eight will deal with John Slaughter, starring Tom Tryon in the title role, as a Tombstone sheriff. The new series is a change in format and title from Disneyland, previously seen Wednesdays, 7:30-8:30pm NYT, last show Sept 3 (see above). § ALTERNATE SPONSORS- 1) (one hour) Reynolds Metals Co (All Aluminum Products) thru Buchanan & Co., Inc(NY); Acct Exec- William Dasheff; and Clinton E. Frank, Inc(Chi). 2) (half-hour each) Kellogg Co thru Leo Burnett Co., Inc(Chi); Acct Supervs- James E. Weber, Roy Lang; and Hills Bros. Coffee, Inc (Midwest and West only) thru N. W. Ayer & Son, Inc(S.F.); Acct Exec- Harry Graybill. § PKGR & Film Prod- Walt Disney Productions at Walt Disney Studios, Burbank, Calif.; Exec Prod- Walt Disney; Story Ed- William B. Dover; other production credits vary for each series and program.

Saturday(Sept 13)

NBC- 8-9pm NYT & LAT, Weekly; RETURN - The Perry Como Show - LIVE (COLOR) from NY; approx 151 stations live, 21 tape or kine. (Replaces The Bob Crosby Show, last show Sept 6). § Perry Como returns with his musical-variety show, with the Ray Charles singers, Louis Da Pron dancers and Mitchell Ayres and the orchestra, with weekly top name guest stars. Frank Gallop is program announcer. § SPONSORS- (one-half hour each, various programs) American Dairy Assn thru Campbell-Mithun, Inc(Minn); Kimberly-Clark Corp (Kleenex, Delsey, other prods) thru Foote, Cone & Belding(Chi); Sunbeam Corp (All Products) thru Perrin-Paus Co(Chi); Radio Corp of America (RCA Victor) and Whirlpool Corp (All Products) thru Kenyon & Eckhardt, Inc(NY); Noxzema Chemical Co (Various Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); and Chemstand Corp (Synthetic Fibers) thru Doyle Dane Bernbach, Inc(NY). § PKGR- Roncom Productions, Inc(NY); Prod & Dir- Clark Jones; Music Dir- Mitchell Ayres; Choral Dir- Ray Charles; Choreog- Louis Da Pron; Sets- Paul Barnes; Writers- Goodman Ace (head), Jay Burton, Mort Green, George Foster.

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - Steve Canyon - FILM; no. of stations not available. (Replaces Club Oasis Starring Spike Jones, last show Sept 6, and its alternate program, Opening Night, last show August 23). § Dean Fredericks stars in the title role of this new series, based on the Air Force comic strip characters created by Milton Caniff. (Continued on next page)





THIS WEEK(Cont'd)

Saturday(Sept 13)

NBC- Steve Canyon (Cont'd from previous page): § SPONSOR- Liggett & Myers Tobacco Co (Chesterfield) thru McCann-Erickson, Inc(NY); Acct Exec- James Kleid.

§ PKGR & Film Prod- Pegasus Productions Co., Inc(LA) at Universal Studios, Universal City, Calif.; Exec Prod- Michael Meshekoff; Prod- David Haft; Tech Adv- Lt. Col. Frank P. Ball; Dirs- Ted Post, others; Dir of Photog- Art Arling; Script Ed- Sidney Carroll.

NBC- 10:30-11pm NYT & LAT, Weekly; DEBUT - Brains and Brawn - LIVE from NY, with live remotes from various cities; no. of stations not available. (Replaces The Joseph Cotton Show, last show Sept 6). § Jack Lescoulie and Fred Davis are co-hosts on this new quiz show, with experts in "mental competition" paired with top professional athletes, in competition against each other. Two two-man teams with a "brain" and a "brawn" paired on each will compete. The program is based on a successful French TV program, produced by Pierre Bellemare.

§ SPONSOR- Liggett & Myers Tobacco Co (Oasis, L&M Filters); Oasis thru McCann-Erickson, Inc(NY); Acct Exec- Kenneth Carlson; L&M Filters thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- C. L. Fitzgerald.

§ PKGR- Ile de France International Productions, Inc(NY); Prod- Herb Moss; Assoc Prods- Boris Frank, Jerry Landay, Herb Strauss; Dirs- Paul Bogart, Craig Allen; Asst Dir- Gordon Rigsby; Music Dir- Louis Geristo; Prog Anncr- Bill Wendell; Consultant- Pierre Bellemare.

Sunday(Sept 14)

ABC- 4-4:30pm NYT, this date only; SPECIAL - The Day of Awe - LIVE from NY; to the net. § Dramatization of the story of Dr. Louis Slotin, atomic physicist who died nine days after heroically exposing himself (May 21, 1946) to nuclear radiation in order to save seven other workers at Los Alamos, N.M.

§ Sustaining.

§ PKGR- ABC-TV Special Events with the Jewish Theological Seminary(NY); Prod- Wiley Hance; Dir- Jack Sameth; Writer- Will Lorin.

NBC- 2-5pm NYT (11am-2pm LAT), this date and Sept 21; SPECIAL - Professional Football Exhibition Games; LIVE from Baltimore(Sept 14), LIVE from Washington, D.C.(Sept 21); approx 62 stations live. § Telecasts of National Pro Football League exhibition (pre-season) games on Sept 14 between the New York Giants and Baltimore Colts in Baltimore, and on Sept 21 between the Chicago Bears and Washington Redskins in Washington, D. C.

§ SPONSOR- (one-quarter, each game) Bayuk Cigars, Inc (Phillies) thru Feigenbaum & Wermen Advertising Agency, Inc(Phila); Other portions, co-op.

§ PKGR- NBC Sports Dept; Production by NBC staff.

NBC- 7:30-8pm NYT & LAT; Weekly; DEBUT - Northwest Passage - FILM (COLOR); to the net. (Replaces No Warning, last show Sept 7). § Keith Larsen as Major Robert Rogers, Buddy Ebsen as Sgt. Hunk Marriner and Don Burnett as Ensign Langdon Towne star in the new adventure series, based on the novel of the same title by Kenneth Roberts, set during the period of the French and Indian War (1754-59). § Sustaining.

§ PKGR & Film Prod- MGM-TV, filmed at M-G-M Studios, Culver City, Calif.; Exec Prod- Samuel Marx; Prod- Adrian Samish; Dirs- George Waggner, Tom Carr, Alan Crosland, Jacques Tourneur; Dir of Photog- Harkness Smith; Asst to Prod- Mildred Le Vaux; Asst Dir- Bob Justman; Music Consult- Raoul Kraushaar; Atr Dirs- William A. Horning, Merrill Pye; Writers- Gerald Drayson Adams, Sloan Nibley, Marion Parsonnet, Buckley Angell, David Lang, Anthony Ellis.





THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Shirley Temple's Storybook (Approx once every two or three weeks, evenings)  
Sept 12, Friday, 8:30-9:30pm NYT & LAT; "The Wild Swans," starring Phyllis Love,  
Melville Cooper (see page B for other cast credits); FIIM.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey (Mon, 8:30-9pm NYT & LAT) New series begins Sept 8; was seen in  
re-run during the summer (see Television Index card). Host of the program is  
creator Jack Douglas; 102 stations net and delayed.

You Asked For It (Sun, 7-7:30pm NYT & LAT) New series begins Sept 14; has been  
seen in re-run via kine and film during the summer (see Television Index card).  
Change agency acct exec to Harold Cobb(S.F.). Change production credits: Assoc  
Prods- Rick Mittleman, Bill Webb; Head Writer- Gomer Cool; Prod Coord- Lealani  
Paltz.

CBS- Have Gun, Will Travel (Sat, 9:30-10pm NYT; 8:30-9pm LAT) New series begins Sept  
13; was seen in re-run during the summer (see Television Index card). Change  
production credits for: Exec Prod- Robert Sparks; Prod- Sam Rolfe; Dir- Andrew  
V. McLaglen, others; Dir of Photog- Howard Schwartz; Creators- Sam Rolfe, Herb  
Meadow; Story Ed- Don Ingalls; Writers- Various.

Gunsmoke (Sat, 10-10:30pm NYT; 9-9:30pm LAT) New series begins Sept 13; was seen  
in re-run during the summer (see Television Index card). Add production credit:  
Story Ed & Chief Writer- John Meston.

Bachelor Father (Alt Sun, 7:30-8pm NYT & LAT) New series begins Sept 14; was  
seen in re-run during the summer (see Television Index card). Change sponsor  
information to: American Tobacco Co (Herbert Tareyton Cigarettes) thru Lawrence  
C. Gumbinner Advertising Agency, Inc(NY); Acct Exec- Stanley Evans.

NBC- Tales of Wells Fargo (Mon, 8:30-9pm NYT & LAT) New series begins Sept 8; was  
seen in re-run during the summer (see Television Index card). Change produc-  
tion credits: Asst Dir- Hilton A. Green; Art Dir- Howard E. Johnson; Film Ed-  
Gene Palmer.

People Are Funny (7:30-8pm NYT & LAT) New series begins Sept 13; was seen in  
re-run during the summer (see Television Index card). Sponsor product additions:  
Toni Co., add Tonette, Tame and Bobbi; Tonette thru North Advertising; Tame thru  
Tatham-Laird, Inc., and Bobbi thru Clinton E. Frank, Inc(Chi). Change produc-  
tion credits: Ideas By- Lou Schor, Glen Wheaton, Jack Houston.





TALENT SHOWSHEET AND SCRIPT REPORT - SEPTEMBER 8 - SEPTEMBER 14  
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Ozzie and Harriet, Adventures of Rin Rin Rin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Broken Arrow, Burns and Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Father Knows Best, General Electric Theatre, Alfred Hitchcock Presents, Leave It To Beaver, Life and Legend of Wyatt Earp, Perry Mason, Maverick, Mr. Adams and Eve, People's Choice, Real McCoys, Restless Gun, Phil Silvers Show, Sugarfoot, Thin Man, Wagon Train, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

TRUE STORY; Saturday September 6; NBC 12 Noon - ADD CAST: Bruce Hall, Frank Campanella.

DICK CLARK SHOW; Saturday September 6; ABC 7:30pm - ADD: Jack Scott(S), Willy Nelson(S).

JUBILEE U.S.A.; Saturday September 6; ABC 8pm - ADD: Bob Darch(M).

LAMP UNTO MY FEET; Sunday September 7; CBS 10am - ADD: No Dragons Need Apply; (O) Mayo Simon; with Michael Tolan, Tommy Halloran, Joe Warren, Joey Trent; Dir - James MacAllen.

LOOK UP AND LIVE; Sunday September 7; CBS 10:30am - ADD: The Sound of the Bible; (First in four-part series devoted to the history of Jewish music); with Rueben Singer, Al Morgenstern.

CAMERA THREE; Sunday September 7; CBS 11:30am - ADD: Ad Astra; (O) William Faulkner; (A) Clair Roskam; with George Voskovek, Donald Moffat, William Clemens, Martin Andrews, P. J. Sidney, Edward Easty, Miriam Goldina; (SD).

FRONTIERS OF FAITH; Sunday September 7; NBC 5pm - ADD: The Rainy Season; Four-part series by Steven Gethers; Regulars in the series are: Herbert Volan, Elizabeth Lawrence, Stan Watt, Jim Boles; with Sheldon Jett, Eugene Francis, Fred Herrick, Herb Duncan, Henry Sharp, Louis Lytton, Frank M. Thomas, Jon Richards, Jill Boriss; Dir - Martin Hoade.

MONDAY SEPTEMBER 8
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Tales of Wells Fargo NBC 8:30pm  
 (Dale Robertson)

RETURN: NEW SEASON: Regular in this series is Mr. Robertson. The Gambler; with Tom Pittman, Wilton Graff, Richard Deacon, Orville Sherman; Dir - Earl Bellamy.

VOICE OF FIRESTONE ABC 9pm

RETURN: NEW SEASON: Guests are Jo Stafford(S), Rise Stevens(S), Doretta Morrow(S), Ray Middleton(S), Carlos Montoya(M). John Daly is narrator for the series. Writers - David Gregory, Harold Flender; Dir - Richard Donovan Dunlap.

POLKA-GO-ROUND ABC 9:30pm

Roumanian Dancers.

MUSIC U.S.A. CBS 10pm(9)

(O) Cy Howard; with Diahann Carroll(S), Benny Goodman & Quartet, Shelly Manne(M), Andre Previn(M), Red Mitchell(M), Sheb Wooley(S); Johnny Green is host and conductor. Dir - Norman Abbott.

Suspicion NBC 10pm

Meeting in Paris; RE-RUN of 2/10/58.

TUESDAY SEPTEMBER 9  
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Mr. Krane NBC 8pm

RE-RUN: Fourth showing of film starring Sir Cedric Hardwicke originally seen on Matinee Theatre on 1/3/56.

Colgate Theatre NBC 9pm

Strange Counsel; with Walter Brennan, Vera Miles, Harry Harvey, Jr, Don Shelton, Geraldine Carr, Olive Blakeney, Ian Wolfe, Douglas Evans, Whit Bissell.

WEDNESDAY SEPTEMBER 10
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PLYMOUTH SHOW STAR- AEC 7:30pm  
 RING LAWRENCE WELK

RETURN: NEW DAY, TIME & TITLE: Regulars are Mr. Welk & his Champagne Music Makers, including Alice Lon(S), Lennon Sisters(S), Pete Fountain(M), Myron Floren(M), Larry Hooper(S), Rocky Rockwell(S) & Welk's "Little Band (teen-age musicians). Guests this week are: Chris Piazza(M), Sheryl Swint(M); Dir - James Hobson.

Tombstone Territory ABC 8:30pm(9)  
 (Pat Conway)

Thicker Than Water; with Paul Richards, Steve Terrell.

The Millionaire CBS 9pm  
 (Marvin Miller)

with Leif Erickson, Jocelyn Brando, Marguerite Chapman, Bobby Driscoll; (SW&SD).

KRAFT MYSTERY NBC 9pm  
 THEATRE

Trick or Treat; (O) Doris Miles Disney; (A) Vance Bourjaily; with Robert Pastene, Will Kuluva, Ellen McRae, Robert Mandon, Mary Finney, Perry Wilson, Effie Afton, Ken Harvey, Joseph Campanella, Alfred Sandor, Ann Draper; Dir - David Greene.

US STEEL HOUR CBS 10pm

The Wound Within; (O) Henry Denker; with Farley Granger, Mary Sinclair, Frank Conroy, Frederick Rolf, Astrid Wilsrud, Robert Brown; Dir - Alex Segal.

THURSDAY SEPTEMBER 11  
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Navy Log ABC 9:30pm

The Good-Will Ambassador; with Bob Crosson, Nick Brady, Nick Stuart, Teresa Del Rio; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm

Last Clear Chance; TAPE RE-RUN of 3/6/58.

Buckskin NBC 9:30pm
 (Tommy Nolan)

Hunter's Moon; with regulars & Dayton Lummis, Walter Reed, Marion Ross, Bill Henry; (SW&SD).

STARS OF JAZZ ABC 10pm

NOTE: NEW DAY & TIME: Bobby Troup is host-narrator. Guests this week are: Jesse Fuller(M), Wild Bill Davison Septet(M).

FRIDAY SEPTEMBER 12
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Trackdown CBS 8pm(7)  
 (Robert Culp)

Outlaw's Wife; with Diane Brewster, Richard Crane, Ellen Croby, James Griffith; (SW&SD).

Shirley Temple's NBC 8:30pm  
 Storybook

The Wild Swans;(O) Hans Christian Anderson; (A) Jean Holloway; with Phyllis Love, Melville Cooper, Grant Williams, Joseph Wiseman, Alfred Ryder, Olive Deering, Buzz Martin, Robert Chapman, Bob Banas, Anne O'Neal, Lisa Golm, Anne Maria Nanasi, Billy Chapin, Jerry Hartleben, Earl Robie; Dir-Richard Morris.

Schlitz Playhouse CBS 9:30pm

Portrait of a Legend; (O) Milo Wood; (A) Don Sanford; with Preston Foster, Jeff Richards, Buddy Lester, Ann Robinson, Grant Withers, James Flavin, Walter Coy; Dir - Don Weis.

MULTIPLE & ACROSS-THE-BOARD SHOWS - SEPTEMBER 8 - SEPTEMBER 12  
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TODAY NBC 7am
 (Dave Garroway)

9/8 - Kirby Stone Quartet(S).

MODERN ROMANCES NBC 4:45pm(1:45)

(O) Michelle Cousin; with Mary Kay, Johnny Stearns, Christopher Stearns, Sally Kent, Katherine Meskill.

JACK PAAR SHOW NBC 11:15pm

9/8 - Louise O'Brien(S), Reginald Denny(C), Mickey Kahane(C); 9/9 - Jack Haskell(S); 9/10 - Lola Fisher(S), Thelma Ritter(A), Cliff Arquette(C), Jimmy Edmondson(A); 9/11 - Hermione Gingold(C), Genevieve(S), Jack Haskell(S), Cliff Arquette(C); 9/12 - Marion Marlowe(S), Genevieve(S), Gene Baylof(C), Pamela Mason(A).

SATURDAY SEPTEMBER 13
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TRUE STORY NBC 12 Noon(4pm)

Dinner Party; (O) Franklin Barton; with Frank Schofield, Sallie Gracie, David White, Lesley Woods.





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## TALENT SHOWSHEET





# ROSS REPORTS—TELEVISION INDEX

SEPTEMBER 10, 1958

VOLUME 10 NUMBER 37 A

EDITOR: Jerry Leichter

PROGRAMS • ADVERTISERS • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## —MID-WEEK SPECIAL—

### NEWS - COMMENT - POSSIBILITIES

NBC's non-sold Cimarron City will debut Oct 11, Saturday, 9:30-10:30pm NYT, two weeks later than originally planned. The opening program in the series will have as its big gun Fred MacMurray, operating as a seeming good guy turned villain. The pattern for the expensive one-hour filmed series will have each of the three regular stars, George Montgomery, Audrey Totter and John Smith, appearing in all of the episodes (13 committed for production thus far), with each taking the lead in about a third of the scripts. George Montgomery, as the son of the town's founder, is narrator for the entire series. Audrey Totter plays the widow and owner of the town boarding house and John Smith is deputy sheriff and blacksmith. Richard Lewis is executive producer at Revue for the entire series.....CBS and Globe TV, Inc (Samuel Fuller) will co-produce for the 1959-60 season a half-hour film series titled Combat, dealing with the life and loves of an infantry sergeant, both in war and peace. The series will be produced, directed and written by Fuller, who has established himself as an authority on combat infantry and particularly on the history of the U. S. First Division. He had been a member of the division during World War II and planned a feature picture of its wartime role.....This may be the last season for Perry Como starring in a weekly showcase. It is reported that plans are being made by the star's production company for a series of six to eight specials to be presented next year for one sponsor. If the planning works out (and the sponsor goes for the price), NBC will have to make the decision as to whether to keep the 8-9pm NYT spot for variety with a new star-host, or to bring in a new format with a possible return to emphasis on comedy during the time period.

Garry Moore's new comedy-variety show, debuting Sept 30, Tuesday, 10-11pm NYT, will have a regular singing and dancing chorus and will have top name guests each week. The first show will include singer Johnny Mathis, actress-singer Janis Paige, and comedian Red Skelton, who will be cut in live from Hollywood. Stars set for the first shows include Jack Carson, Martha Raye, Tony Randall, the McGuire Sisters and Jose Greco.....CBS is bringing Schlitz Playhouse re-runs into the Tuesday, 7:30-8pm NYT trouble spot in its schedule for the fall, starting Sept 30, under the title, Stars in Action. The films will replace Name That Tune, moving to the same time on Mondays, starting Sept 29. Robin Hood, which has been seen in the Monday time since September 1955, will become a Saturday morning CBS net feature, 11:30am-12noon NYT, starting Oct 4.....ABC's new daytime Liberace Program, produced live in Los Angeles, will be seen via tape on the net. The new strip will be produced by Gil Rodin for Don Fedderson Productions and will be staff-written by Tom Waldman and Sol Stein. ....The parade of "post-Civil War" series for the new season will include Yancy Derringer, debuting over CBS on Oct 2, Thursday, 8:30-9pm NYT, with Jock Mahoney in the title role. The scene is New Orleans and the delta country in the late 1860's. X. Brands as a Pawnee Indian, Kevin Hagen as the civil administrator of New Orleans, and Julie Adams (in several episodes) are the featured regulars.

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(MORE)





NBC will have more than 600 hours of color TV on the net during the 1958-59 season, with an average of about two hours of color programs daily. There will be 14 regularly scheduled color programs, with a minimum of one hour of color viewing at night and one each afternoon, with the rest of the color schedule being made up from periodic specials. The latter will include fall sports programs: all World Series baseball games played in New York and four Saturday afternoon college football telecasts.....Walter Pidgeon will star in the Talent Associates production of Swiss Family Robinson, a one-hour special live from NY, on the NBC net on Oct 12, Sunday, 6:30-7:30pm NYT. The program will be sponsored by Rexall Drug thru BBDO. Alex March will produce the show from an adaptation by Michael Dyne of the Johann Wyss novel. The program will be b & w, not color.....CBS will absorb over one million dollars in costs for extra AT&T circuits and video tape equipment to service delayed programs to affiliates remaining on standard time during next summer's daylight saving time periods. The network plans four simultaneous network operations: 1) an initial live release in Eastern and Central DST markets, 2) a one-hour delay of most Standard Time markets, 3) a two-hour delay to Pacific Daylight Time markets, and 4) a three-hour delay to Oregon and Washington, both on Pacific Standard Time. CBS LA video tape facilities will be expanded to feed two consecutive program delays for PDT and PST from that city.....The fall of 1959 should see a complete clock time pattern on all nets for regular programming, excepting one hour earlier programming in late evening time for regular net programs on the West Coast.

Pursuit, the first regular season prime time program to be presented on tape, will debut over CBS on Oct 15, Wednesday, 8-9pm NYT. As far as the net is concerned, it is a new hour-long live dramatic series, which means it will be under AFTRA jurisdiction, but the actual telecasts will be tape recordings of the live productions. Charles W. Russell will produce the first four shows and Eva Wolas the next four, with each alternating in groups of four thereafter. A guest producer will handle a single show from time to time. Directors of the first programs will include Herbert Hirschman, Buzz Kulik, David Greene and Paul Nickell. Norman Felton is exec producer for the series, which will use several top name stars on each program in dramatizations which "illustrate the ageless, relentless and continuing pursuit of man by his fellow man.".....With the new season having its programming soft spots, two producers have apparently capitulated to stubborn stars. MGM-TV's The Thin Man will have Peter Lawford and Phyllis Kirk returning as Nick and Nora Charles, and while the Colgate firm commitment (with option) is for less than a half season, there are penalty salary payments for the stars to make up for any "pain" if the sponsor decides to cancel in the middle of the season. A much more publicized holdout, Clint Walker, from Warner Bros.' Cheyenne, will return to work and be seen in about half of the season's new films, sharing the series with new co-star Ty Hardin. Walker got an increase in salary and a percentage of his p.a. income, although he'll probably have a shorter TV work season under the new agreement. The other good news that ABC has had for its series is that Harold F. Ritchie, Inc (Brylcreem, other hair products) thru Kenyon & Eckhardt, Inc., has signed as a co-sponsor of Cheyenne and also for the new 77 Sunset Strip, the latter having four sponsors for the start of the season.

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# ROSS REPORTS—TELEVISION INDEX

8

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VOLUME 10 NUMBER 38

EDITOR: Jerry Leichter

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (Sept 15)

CBS- 2-2:30pm NYT (1-1:30pm LAT), Mon thru Fri; DEBUT - The Jimmy Dean Show - LIVE from NY; 110 stations live, 11 tape. (Replaces Beat the Clock, last show Sept 12). § Jimmy Dean is star and host of this new musical variety program, with The Double Daters, singing and dancing quartet, and guitarist Herbie Jones as featured regulars, backed by Joel Herron conducting the orchestra. Guest artists will be featured through the week or on various days.  
§ SEGMENT SPONSORS- (See latest Monthly Program Analyses for sponsor schedule) Lever Brothers thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Gerber & Co thru D'Arcy Advertising Co(NY); Libby, McNeill & Libby thru J. Walter Thompson Co(Chi); Eastman Kodak Co thru J. Walter Thompson Co(NY); Miles Laboratories thru Geoffrey Wade Advertising(Chi); Johnson & Johnson thru Young & Rubicam, Inc(NY).  
§ PKGR- CBS-TV(NY); Prod- Barry Wood; Prod Consult- Arthur Knorr; Dirs- Jerry Shaw, Lee Tredanari; Assoc Dir- Cynthia Holbrook; Music Dir- Joel Herron; Set Design- Larry Eggleton; Sets- Paul Voght; Writers- Joe Bigelow, David Gregory.

#### Tuesday (Sept 16)

NBC- 7:30-9pm NYT & LAT, this date only; SPECIAL - Pied Piper of Hamelin - FILM (COLOR); 142 stations net and delayed. (Preempts Win With A Winner, 7:30-8pm NYT & LAT, last show Sept 9). § Re-run of the special filmed program, previously presented on the NBC net on Nov 26, 1957, same day and time. Van Johnson stars in the dual role of the Pied Piper and Truson, the schoolmaster.  
§ SPONSOR- Liggett & Myers Tobacco Co (Chesterfield, Oasis, L&M Cigarettes); Chesterfield and Oasis thru McCann-Erickson, Inc(NY); Acct Execs- James Kleid (Chesterfield), Robb Rogers(Oasis); L&M thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Nick Woodbridge.  
§ PKGR & Film Prod- Hal Stanley, at California Studios, Hollywood; Prod- Hal Stanley; Dir- Bretaigne Windust; Asst Dir- Maurice Vaccarino; Dir of Photog- William Snyder; Music Dir- Peter King; Art Dir- Arthur Lonargen; Costumes- Berman of London; Choreog- Ward Ellis; Writers- Hal Stanley, Irving Taylor.

#### Friday (Sept 19)

NBC- 7:30-9pm NYT (8-9:30pm LAT), eight shows during the season; DEBUT - Bob Hope Buick Show - LIVE (COLOR) from LA; no. of stations not available. (Pre-empts Big Game, 7:30-8pm NYT, last show Sept 12; Jefferson Drum, 8-8:30pm NYT, moves to 7:30-8pm NYT effective Sept 26). § Bob Hope stars in his own production of the musical comedy "Roberta." (see page B for cast credits). All seven other programs during the season, on various dates to be announced, will be one-hour shows, mainly comedy-variety and presented either live, on tape or on film.  
§ SPONSOR- Buick Motor Division, GMC, thru McCann-Erickson, Inc(Det); Acct Exec- Robert Head. (Continued on next page)

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THIS WEEK(More)





THIS WEEK(Cont'd)

Friday(Sept 19)

NBC- Bob Hope Buick Show (Cont'd from previous page): § PKGR- Hope Enterprises, Inc(LA); Exec Prod- Bob Hope; Prod- Jack Hope; Assoc Prod- Kent MacCray; Stager (for "Roberta" only)- Ed Greenberg; Dir- Dick McDonough; Art Dir- Jay Krouse; Costumes- Kate Drain Lawson; Choreog- Jack Baker; Writers- Mort Lachman, Bill Larkin, Lester White, John Rapp, Charles Lee, Norman Sullivan.

Saturday(Sept 20)

ABC- 10-10:30pm NYT & LAT, Weekly; DEBUT - Music From Manhattan With Sammy Kaye - LIVE from NY; approx 90 stations live and tape. (Replaces Midwestern Hayride, which moves to Tuesday, 9:30-10pm NYT, effective Sept 23). § Musical variety show, starring Sammy Kaye and his band and vocalists, with a company of featured regulars and occasional guests.

§ SPONSOR- Manhattan Shirt Co thru Peck Advertising Agency, Inc(NY); Acct Exec- Jim Ellers; TV Acct Rep- Sylvan Taplinger.

§ PKGR- Lawrence White Productions(NY); Exec Prod- Larry White; Assoc Prod & Writer- George T. Simon; Dir- Cort Steen; Asst Dir- Joe Bush; Asst to Prod- Eleanor Pechulis; Art Dir- James McNaughton; Casting- Oscar Cohen(Associated Booking Corp).

NBC- 4:45-7:30pm NYT, Weekly; RETURN - NCAA Football Game of the Week - LIVE from various cities (Columbia, Mo., and Denver, Colo., for first game); no. of stations not available. § Telecasts of collegiate football games involving top teams in all sections of the country. The national schedule includes coast-to-coast telecasts on six Saturdays and Thanksgiving Day, with a split network on the opening Saturday and closing Saturday (Dec 6). Regional telecasts will be carried in NCAA Districts 1, 2, 4 and 8 on four Saturdays when there are no national telecasts: Oct 18, 25 Nov 8, 15. Lindsey Nelson and Red Grange are the commentators for the national telecasts.

§ SPONSORS- (one-quarter of national schedule each) 1) Bayuk Cigars, Inc thru Feigenbaum and Wermen Advertising Agency, Inc(Phila). 2) Gulf Oil Corp thru Young & Rubicam, Inc(NY); Acct Exec- Haps Kemper; TV Acct Rep- Tom Adams. 3) Libby-Owens-Ford Glass Co thru Fuller & Smith & Ross, Inc(Cleve); Acct Exec- Gene Carlquist; TV Acct Rep- Bud Gammon(NY). 4) Sunbeam Corp thru Perrin-Paus Co(Chi).

§ PKGR- NBC Sports(NY); Prod- Perry Smith; Dir- Harry Coyle (most dates), Bill Bennington, Jack Dillon, Dick Weinberg, other games.

OTHER NETWORK CHANGES & ADDITIONS

ABC- This Is Music; SCHEDULE CHANGE Sept 15; to Monday, 7:30-8pm NYT, replacing Cowtown Rodeo, 7:30-8:30pm NYT, last show Sept 8. This Is Music had been seen Fridays, 8:30-9pm NYT (see page 72).

Harness Racing, had been seen Fridays, 10-10:30pm NYT; last show in that time was Aug 1. Program moved to Tuesdays, 10-10:30pm NYT, effective Aug 5, last show August 19.

John Daly and the News; SCHEDULE CHANGE Sept 15, to Mon, Tue, Thu, Fri, 10:30-10:45pm NYT & LAT; Wed, approx 10:45-11pm NYT. Program has been seen Mon thru Fri, 7:15-7:30pm NYT & LAT. Program is live from NY; approx 70 stations live and tape. § John Daly in NY presents live and film reports from around the world.

§ CO-SPONSORS- (eff Sept 15, Mon, Tue, Thu, Fri) P. Lorillard Co (Old Gold Straights) thru Lennen & Newell, Inc(NY); Acct Superv- Elkin Kaufman; Acct Exec- Lee White. Whitehall Laboratories Division, AHPC (Anacin) thru Ted Bates & Co., Inc(NY); Acct Superv- Daniel Rogers; Acct Exec- Austin Gedney. Wed sustaining.

§ PKGR- ABC News(NY); Dir- Marshal Diskin.





OTHER NETWORK CHANGES (Cont'd)

ABC- The Life and Legend of Wyatt Earp (Tue, 8:30-9pm NYT & LAT) New series begins Sept 16; was seen in re-run during the summer (see Television Index card). 145 stations net and delayed. Correct Sponsor and Agency information: ALT SPONSORS- 1) General Mills (Cheerios, Gold Medal Flour, other products) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- Gordon Johnson; TV Acct Rep- Martin Bruehl. 2) Procter & Gamble Co (Gleem, Drene) thru Compton Advertising, Inc(NY); Acct Execs- John Cross(Gleem), Ross Legler(Drene). Change production credits: PKGR- Wyatt Earp Enterprises, Inc(LA); Film Prod- Desilu Productions, Inc., at Desilu Hollywood Studios; Dir of Photog- Henry Sronjager; Art Dir- Albert M. Pyke; Costumes- Douglas Stevens; Principal Writer- Frederick Hazlitt Brennan; other credits are the same as listed.

Sugarfoot (Alt Tue, 7:30-8:30pm NYT & LAT) New series begins Sept 16; was seen in re-run during the summer, alternating with Cheyenne (see Television Index card). Change sponsor info: CO-SPONSORS- (one-third each, one-third sustaining) 1) American Chicle Co (Clorets, Roloids, Dentyne, Chiclets) thru Ted Bates & Co., Inc(NY); Acct Exec- J. Ross MacLennan. 2) Iuden's Inc (Cough Drops) thru J. M. Mathes, Inc(NY); Acct Exec- Wilfred S. King. Change production credits: Add Prod- Harry Tatelman; Dir of Photog- Edwin Dupar, others; Dirs- Various.

The Adventures of Rin Tin Tin (Fri, 7:30-8pm NYT & LAT) New series begins Sept 19; was seen in re-run during the summer (see Television Index card). Change agency info: Acct Superv- Donald Smith; Acct Execs- Sidney B. Silleck, Wendell Phillips. Change and add production info: Assoc Prod- Jerry Thomas; Dir of Photog- Fred Jackman; Supervising Ed- Aaron Nibley; Writers- Various.

Maverick (Sun, 7:30-8:30pm NYT & LAT) New series begins Sept 21; was seen in re-run during the summer (see Television Index card). Sponsor and agency info changes: Acct exec at Young & Rubicam, Inc(S.F.) for Kaiser is now Ewing Philbin; TV Acct Rep is Norman Glenn(NY). Add as sponsor, The Drackett Co (Windex, Drano, Twinkle), one-quarter program alternate weeks, thru Young & Rubicam, Inc(NY); Acct Exec- Kent Dennen; TV Acct Rep- Lee Strahorn.

CBS- Perry Mason (Sat, 7:30-8:30pm NYT; 6:30-7:30pm LAT) New series begins Sept 20; was seen in re-run during the summer (see Television Index card). Sponsor info changes: last program dates for Armour & Co., Sept 6; for Libby-Owens-Ford, Sept 13. New sponsors, half-hour each, alternate weeks: 1) National Brands Div, Sterling Drug, Inc (Bayer Aspirin) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Superv- George Tormey; Acct Exec- A. W. Spence, Jr. 2) National Carbon Co., div of Union Carbide Corp. thru William Esty Co., Inc(NY); Acct Exec- James F. Behan.

The Jack Benny Program; RETURN Sept 21; Alt Sun, 7:30-8pm NYT & LAT; 158 stations live or net; 20 stations tape or delayed. (Replaces The Brothers, last show Sept 7). § Jack Benny returns for his ninth season for the same sponsor, with his programs live or on film during the season. The opening show will be live from LA (see Television Index card). Change production info: delete Ralph Levy as exec prod & dir. Add: Dirs- Seymour Berns(live), Don Weis(film); Assoc Dir- Howard A. Quinn.

General Electric Theater (Sun, 9-9:30pm NYT & LAT) New series begins Sept 21; was seen in re-run during the summer (see Television Index card). Agency info change: Management Superv- Barry McCarthy; TV Acct Reps- John Driscoll, Charles Allen; Agcy Prod(LA)- Bill Clotworthy. Change production info: Prod- William Frye; delete Carl Hiecke as prod exec; add Dir of Photog- Ray Rennahan; Art Dir- John Meehan; Sets- James Walters; Music- Elmer Bernstein.





OTHER NETWORK CHANGES(Cont'd)

NBC- M Squad (Fri, 9-9:30pm NYT; 10-10:30pm LAT) New series begins Sept 19; was seen in re-run during the summer (see Television Index card) Change sponsor info: American Tobacco Co (Pall Mall) now alternates with Bulova Watch Co thru McCann-Erickson, Inc(NY); Acct Exec- George Norris; TV Acct Rep- Philip Stumbo.

Modern Romances (Mon thru Fri, 4:45-5pm NYT; 2:45-3pm LAT) Last show Sept 19.





TALENT SHOWSHEET AND SCRIPT REPORT - SEPTEMBER 15 - SEPTEMBER 21  
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars." Live shows are listed in caps in the left column; filmed shows are in upper and lower case, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Ozzie and Harriet, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Broken Arrow, Burns and Allen, The Californians, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Father Knows Best, Alfred Hitchcock Presents, Leave It To Beaver, Mr. Adams and Eve, People's Choice, Real McCoys, Restless Gun, Phil Silvers Show, Thin Man, Wagon Train, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

UNITED STATES STEEL HOUR; Wednesday September 10; CBS 10pm - ADD CAST: John F. Hamilton, James Greene, Peter Brandon, Betty Miller, Joan Croydon, Joseph Julian.

TODAY; NBC 7am; 9/12 - ADD: Arthur Whittemore and Jack Lowe(M).

GEORGE HAMILTON IV SHOW; Saturday September 13; CBS 12 Noon - ADD: Peggy King(S), John Dee
Laudermilk(S).

DICK CLARK SHOW; Saturday September 13; ABC 7:30pm - ADD: Johnny Nash(S), Fabian(S), The Tunes
Rockers(S), Johnny and Jo(S).

PERRY COMO SHOW; Saturday September 13; NBC 8pm - ADD: Red Nichols(M), Bob Schulze(M).

MIDWESTERN HAYRIDE; Saturday September 13; ABC 10pm - Add guest: Judy Kaye(S).

LAMP UNTO MY FEET; Sunday September 14; CBS 10am - ADD: Big Brother; (O) Chester Krumholz; with
Addison Powell, Audra Lindley, Paul Lilly, Luke Halpin, Tommy White; (SD).

LOOK UP AND LIVE; Sunday September 14; CBS 10:30am - ADD: The Sound of Exile; (Second in four-
part series devoted to the history of Jewish music); (O) David Eban; with Jacob Kalish, Gregory
Morton; (SD).

CAMERA THREE; Sunday September 14; CBS 11:30am - ADD: The Tall Men; (O) William Faulkner; (A) War-
ren Wallace; with Crahan Denton, Milton Selzer, Ford Rainey, Daniel Reed, Jared Reed; (SD).

STEVE ALIEN SHOW; Sunday September 14; NBC 8pm - DELETE: Larry Daniels(C); ADD: Mary Ann Mobley
(Miss America), Pat Harrington, Jr(C).

MONDAY SEPTEMBER 15
 ~~~~~

|                                                 |            |                                                                  |
|-------------------------------------------------|------------|------------------------------------------------------------------|
| <u>Tales of Wells Fargo</u><br>(Dale Robertson) | NBC 8:30pm | <u>The Manuscript</u> ; with regulars & Edgar Buchanan; (SW&SD). |
|-------------------------------------------------|------------|------------------------------------------------------------------|

|                    |         |                                          |
|--------------------|---------|------------------------------------------|
| VOICE OF FIRESTONE | ABC 9pm | Fred Waring and the Pennsylvanians(M-S). |
|--------------------|---------|------------------------------------------|

|                |            |                      |
|----------------|------------|----------------------|
| POLKA-GO-ROUND | ABC 9:30pm | Tara Celtic Dancers. |
|----------------|------------|----------------------|

|                              |             |                                                                                                                                                                                       |
|------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STUDIO ONE IN HOLLY-<br>WOOD | CBS 10pm(9) | <u>No Place to Run</u> ; (O) Nathaniel Benchley; (A) James P. Cavan-<br>augh; with Harry Townes, Tommy Rettig, Barry Atwater, Roberta<br>Haynes, Addison Richards; Dir - James Clark. |
|------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                  |          |                                       |
|------------------|----------|---------------------------------------|
| <u>Suspicion</u> | NBC 10pm | <u>Dead Watch</u> ; RE-RUN of 6/2/58. |
|------------------|----------|---------------------------------------|

TUESDAY SEPTEMBER 16  
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<u>Sugarfoot</u> (Will Hutchins)	ABC 7:30pm	RETURN: NEW SEASON: Regular in this series is Mr. Hutchins. <u>Ring of Sand</u> ; (O) Raphael Hayes; with regular & Will Wright, John Russell, Edward Byrnes, Rodolfo Hoyos, Fintan Meyler, Kelly Thordsen; Dir - Leslie H. Martinson.
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<u>Pied Piper of Hamelin</u>	NBC 7:30pm	RE-RUN of musical starring Van Johnson originally seen on 11/26/57.
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<u>Life and Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	RETURN: NEW SEASON: Regulars in this series are Mr. O'Brian, Morgan Woodward; <u>The Hole-up</u> ; (O) Frederick Hazlitt Brennan; with regulars & Walter Maslow, Ralph Sanford, Bill Henry, Myron Healey, Mason Alan Dinehart; Dir - Frank McDonald.
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TUESDAY SEPTEMBER 16 (Cont'd)
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Colgate Theatre NBC 9pm Fountain of Youth; (O) Orson Welles; with Ben Tobin, Joi Lansing, Rick Jason; Narrated and directed by Mr. Welles.

WEDNESDAY SEPTEMBER 17  
 ~~~~~

PLYMOUTH SHOW-ABC 7:30pm(8) with the regulars & Ken Tiffany(M), Deb Tones(S).
 LAWRENCE WELK

Tombstone Territory ABC 8:30pm(9) Rose of the Rio Bravo; with regulars & Kathy Nolan, Michael Landon; (SW&SD).
 (Pat Conway)

The Millionaire CBS 9pm with James Best, Karen Steele, Barry Cahill; (SD).
 (Marvin Miller)

KRAFT MYSTERY NBC 9pm A Cup of Kindness; (O) William Iverson; (A) Alvin Boretz; with
 THEATRE Norma Crane, Leo Penn, Philip Bourneuf, Read Morgan, John McQuade, Jane Moultrie; Dir - William Graham.

ARMSTRONG CIRCLE CBS 10pm Buried 2,000 Years: The Dead Sea Scrolls; RE-RUN of 10/2/57.
 THEATRE

THURSDAY SEPTEMBER 18
 ~~~~~

Navy Log ABC 9:30pm American U-Boat III; with Steve Brodie, Mike Ragan, Ralph Reed, Thomas B. Henry, Forrest Compton; (SW&SD).

Playhouse 90 CBS 9:30pm The Edge of Innocence; RE-RUN of 10/31/57.

Buckskin NBC 9:30pm China Boy; with regulars & Michael Road; (SW&SD).  
 (Tommy Nolan)

STARS OF JAZZ ABC 10pm Ronnie Deauville(S), Al Viola(M), Paul Horn Quintet(M).

FRIDAY SEPTEMBER 19  
 ~~~~~

Adventures of Rin ABC 7:30pm REUTRN: NEW SEASON: Regulars are Lee Aaker, Jim L. Brown, Joe
Tin Tin Sawyer, Rand Brooks. Running Horse; (O) John O'Dea; with regulars & Les Tremayne, Ernest Sarracino; Dir - William Beaudine.

BOB HOPE BUICK NBC 7:30pm(8) PREMIERE: Roberta; Original musical play by Jerome Kern & Otto
 SHOW Harbach (based on novel "Gowns by Roberta" by Alice Duer Miller); TV Adaptation done by Mr. Hope's staff of writers; with Mr. Hope, Howard Keel, Anna Maria Alberghetti, Janis Paige, Lili Valenty, Louise Vincent, Sara Dillon, Elinor Audley, Henry Brandon; Dir - Dick McDonough; Writers - Mort Lachman, Bill Larkin, Lester White, John Rapp, Charles Lee, Norman Sullivan; Stager - Ed Greenberg

Trackdown CBS 8pm(7) Chinese Cowboy; with Keye Luke, Don Gordon; (SW&SD).
 (Robert Culp)

M Squad NBC 9pm RETURN: NEW SEASON: Regulars are Mr. Marvin, Paul Newlan. More
 (Lee Marvin) Deadly; with regulars & Ruta Lee, Voorhies J. Ardoyn, Dorothea Lord, Paul Maxwell, Thea Ruchert, John Mitchum; Dir - Don Medford; (SW).

Schlitz Playhouse CBS 9:30pm Kinsman; (O) Thomas Seller; with Dan Duryea, Richard Eyer, Helen Westcott, Anthony Caruso, Edith Barrett, Edwin Jerome, Nesdon Booth, Rudy Lee, Robert Eyer; Dir - Jules Bricken.

MULTIPLE & ACROSS-THE-BOARD SHOWS - SEPTEMBER 15 - SEPTEMBER 19
 ~~~~~

TODAY NBC 7am 9/16 - Roberta Sherwood(S); 9/18 - Billie Holliday(S).  
 (Dave Garroway)

JIMMY DEAN SHOW CBS 2pm PREMIERE: Regulars on this show are Herbie Jones(M), The Double  
 Daters(S-D). Guests this week are: Jennie Smith(S) appearing all week; 9/15, 9/17, 9/19 - The Szonys(D); 9/16 & 9/18 - Les Paul & Mary Ford(S-M). Directors - Jerry Shaw, Lee Tredanari.

Modern Romances NBC 4:45pm(1:45) LAST WEEK: RE-RUN of filmed drama previously seen in November  
 of 1955, with Martha Scott as storyteller.





MULTIPLE & ACROSS-THE-BOARD SHOW (cont'd)  
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JACK PAAR SHOW NBC 11:15pm Betty Johnson(S) is guest for the entire week. 9/15 -Virginia Graham, Marylyn Cantor, Genevieve(S); 9/16 - Genevieve(S), Cliff Arquette(C); 9/17 - Jim Moran, Dave Gardner(C), Elsa Maxwell; 9/18 - Peggy Cass(A), Cliff Arquette(C); 9/19 - Art Carney(C), Hermione Gingold(C), Sam Levenson(C).

SATURDAY SEPTEMBER 20
 ~~~~~

GEORGE HAMILTON CBS 12 N(10:30am) Lu Ann Simms(S), Snooky Lanson(S).  
 IV SHOW

TRUE STORY NBC 12 Noon(4pm) (O) Joseph Cochran; with William Redfield, Betsy Meade, Dortha Duckworth, Stuart McIntosh.

DICK CLARK SHOW ABC 7:30pm(9:30) Jill Corey(S), Betty Johnson(S), The Kalen Twins(S), The Shields(S), Donnie Owens(S), The Big Boppers(S).

Perry Mason CBS 7:30pm(6:30) See Page D for late casting information.

PERRY COMO SHOW NBC 8pm Tommy Sands(S), Vivian Blaine(S), Thelma Ritter(A), Don Wilson(A).

Wanted - Dead or CBS 8:30pm(7:30) Alive (Steve McQueen) The Bounty; (O) Samuel A. Peeples; with Francis McDonald, Mort Mills, Jean Howell, James Burke, Dennis Cross; (SD).

Gale Storm Show CBS 9pm(8) with regulars & James Fairfax; (SW&SD).

Steve Canyon NBC 9pm Operation Thunderbirds; with Larry Penell, Ronnie Knox, Burt Metcalf, Ken Hardison, Michael Ferrall, Gail Land, Jo Anne Wade, Barbara Wilson, Gloria Robertson; (SW&SD).  
 (Dean Fredericks)

Have Gun, Will CBS 9:30pm(8:30) with Hank Patterson, Bill Stevens, Charles Horvath; (SW&SD).  
Travel (Richard Boone)

MUSIC FROM MAN- ABC 10pm PREMIERE: Regulars on this show are: Mr. Kaye and his Orches-  
 HATTAN (Sammy Kaye) tra, Larry Ellis(S), Ray Michaels(S), Lynn Roberts(S), Hank Kanui(S), Susan Silo(S). No guests for premiere show. Dir - Cort Steen; Writer - George T. Simon.

Gunsmoke CBS 10pm(9) with regulars & Peter Breck, Jan Harrison, John Alderman, Mar-  
 (James Arness) tin Landow; (SW&SD).

SUNDAY SEPTEMBER 21  
 ~~~~~

Lassie CBS 7pm The Teacher; with regulars & Sally Bliss; (SW&SD).
 (Jon Provost)

Maverick ABC 7:30pm RETURN: NEW SEASON: Regulars in this series are Mr. Garner &
 (James Garner) Jack Kelly. The Day They Hanged Bret Maverick; (O) Douglas Heyes; with Whitney Blake, Ray Teal, Jay Novello, Robert E. Griffin, John Cliff, Burt Mustin, Hal Hopper, Roy Erwin; Dir- Douglas Heyes.

JACK BENNY SHOW CBS 7:30pm RETURN: NEW SEASON: Regulars on this show are: Mr. Benny,
 Eddie "Rochester" Anderson, Mary Livingston, Dennis Day, Mel Blanc, Frank Nelson, Don Wilson. Guest this week is: Gary Cooper(A). Writers - Sam Perrin, George Balzer, Hal Goldman, Al Gordon; Directors - Seymour Berns(Live), Don Weis(Film).

ED SULLIVAN SHOW CBS 8pm James Arness(A), Garry Moore(C), Dorothy Collins(S), Johnny
 (Preview of CBS Desmond(S), Red Skelton(C), Raymond Burr(A), Richard Boone(A),
 stars for coming season) Ronald Reagan(A), Warner Anderson(A), Phil Silvers(C), Robert Young(A), Danny Thomas(C), Spring Byington(A), Edward R. Murrow; Jackie Gleason & Art Carney(On Film); Arthur Godfrey(On Video Tape); Wayne & Shuster(C), Alan King(C), Robert Iglesias(D) and his company.

STEVE ALIEN SHOW NBC 8pm FROM HOLLYWOOD. Les Brown & Orch subs for Skitch Henderson,
 (Preview of NBC and Hy Averbach subs for Gene Rayburn for the two weeks show
 stars for coming season) comes from Hollywood. Guests are: Dinah Shore(S), Eddie Fisher(S), Robert Horton(A), Ward Bond(A), Gene Barry(A), Tennessee Ernie Ford(S), George Burns(C), Bob Hope(C), Peter Lawford(A), Phyllis Kirk(A), Ed Wynn(A), Craig Stevens(A).

(cont'd next page)

SUNDAY SEPTEMBER 21 (Cont'd)
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STEVE ALLEN SHOW(Cont'd)

Lola Albright(A), Bob Cummings(A), Richard Coogan(A), Ralph Edwards, Keith Larsen(A), Buddy Ebsen(A), Lee Marvin(A), Jeff Richards(A), Arthur & Kathryn Murray(D).

General Electric      CBS 9pm  
Theatre

RETURN: NEW SEASON: Blaze of Glory; (O) Paul W. Fairman; (A) James Allardice; with Lou Costello, Jonathan Harris, Lurene Tuttle, Joyce Jameson, Joseph Corey, Herman Rudin, Olan Soule, Phillip Arnold; Dir - Don Weis.

CHEVY SHOW              NBC 9pm

with regulars & Dorothy Kirsten(S), Stan Freberg(C).

Decision              NBC 10pm

Man Against Crime; with Darren McGavin.

LATE INFORMATION:

SATURDAY SEPTEMBER 20  
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Perry Mason CBS 7:30pm(6:30)
(Raymond Burr)

RETURN: NEW SEASON: Regulars in this series are: Mr. Burr, Barbara Hale, William Hopper, William Talman, Ray Collins. The Case of the Corresponding Corpse; with regulars & Ross Elliot, Joan Camden, Vaughn Taylor, Jeanne Cooper, Herbert C. Lytton, Owen Cunningham, Jack Gargan, Martha Wentworth, William Ching, Lillian Bronson, Gil Frye, Joan Staley; (SW&SD).

ROSS REPORTS — TELEVISION INDEX

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Sally Ann Howes will have the feminine lead in CBS' The Gift of the Magi, the second of this season's specials sponsored by W. A. Sheaffer Pen Co thru BBDO(NY). The show will be seen Dec 9, Tuesday, 9-10pm NYT. Miss Howes will play Della Young in the musical version of O. Henry's Christmas story -- the girl who sells her long hair to buy her husband a watch fob for Christmas. Miss Howes' husband, Richard Adler, is composer and lyricist for the show. George Schaefer will produce and direct the Talent Associates production, originating live in NY.....Ginger Rogers' special for Pontiac on Oct 15, Wednesday, 10-11pm NYT, originating in LA, will feature Ray Bolger in dancing routines with Miss Rogers, the comedy of the Ritz Brothers and the music direction of Nelson Riddle. Nick Castle is the program's choreographer.Olin Mathieson Chemical Corp thru D'Arcy Advertising Co and Renault, Inc., thru Needham, Louis & Brorby, Inc., will sponsor Small World, the new Edward R. Murrow-Fred W. Friendly series debuting over CBS on Oct 12, Sunday, 6-6:30pm NYT. Olin Mathieson and Renault will alternate sponsorship during the first 12 weeks, after which Olin Mathieson will sponsor the program for the next 14 weeks on an exclusive basis.....Radio Corp of America thru Kenyon & Eckhardt, Inc., will sponsor NBC's Northwest Passage, Sundays, 7:30-8pm NYT, on alternate weeks beginning Sept 21. The program debuted Sept 14 and the alternate weeks are still sustaining. RCA will also sponsor on alternate weeks The Further Adventures of Ellery Queen, beginning with its debut on Sept 26, Friday, 8-9pm NYT, with the alternate weeks sustaining thus far.

More than 300 colleges and universities across the country have planned to carry for credit the college course in atomic age physics to be televised coast to coast by NBC starting Oct 6. The program will be seen Monday thru Friday, 6:30-7am, local time. The telecasts will be taped in NBC's NY studios. The program is officially titled Continental Classroom and it is intended to provide college credits in advanced physics for an estimated 15,000 high school science teachers who may register to earn credits at participating colleges and universities. The NBC network, the American Assn of Colleges for Teacher Education, the Ford Foundation and the Fund for the Advancement of Education are partners in the venture. Corporations that, to date, are providing financial assistance for the course include: American Telephone and Telegraph Co., International Business Machines Corp., Pittsburgh Plate Glass Co., and United States Steel Corp. The NBC telecasts will be supervised by Edward Stanley, NBC director of public affairs, but they will be produced by Dorothy Culbertson, with Robert Rippen as associate producer and Martin D. Einhorn as director. Dr. Harvey E. White, professor of physics at the University of California in Berkeley, will be the principal teacher, with other internationally-known scientists participating from time to time. Continental Classroom will be divided into two semesters; the first devoted to basic physics, while the second semester, continuing to June 5, will emphasize atomic and nuclear physics.

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(MORE)

Jack Wrather's Independent Television Corp, bought Television Programs of America and its various subsidiaries for \$13,500,000. Mr. Wrather is chairman of ITC, with Walter Kingsley, ITC president, also heading the newly enlarged organization. Wrather also controls Muzak, Inc., and its radio program offshoots. The new ITC combination (separate from Muzak), represents a \$25,000,000 investment, according to Mr. Wrather, who also controls several TV stations.....The uncertainty of fall programming has been demonstrated by drastic program revamps on all nets, but none seems to have been as painful as the one that hit Buddy Bregman. Bregman had a full-page personal ad in last week's Variety, in company with other personalities hailing NBC's tenth year of TV, and the small type at the bottom of the ad mentioned that he would have a new program, The Music Shop, starting on the net on Oct 2. The next day, Thursday, the net denied that the program was already set for the Thursday, 7:30-8pm NYT period, although it admitted that the show was a "leading contender," according to the N. Y. Times report. "Leading contenders" rarely make a place in an already published schedule, so it was unusual to find that the NBC future network schedule had already listed the program for an Oct 2 start as The Buddy Bregman Music Shop. This was straightened out in a hurry by the net, on Friday, when the program dept issued a "kill" on the network listing, with the note for the time slot: "Program to be announced." However, Bregman is still the music director of The Eddie Fisher Show, so one-half of his ad investment still goes.

The first of Bing Crosby's ABC specials, on Oct 1, Wednesday, 9:30-10:30pm NYT, sponsored by Oldsmobile Division, GMC, thru D. P. Brother & Co., is set as a musical revue, rather than a variety show. Crosby will have as his guests, Patti Page, Dean Martin, Mahalia Jackson and the Norman Luboff Choir, all backed by Buddy Cole and his orchestra. Tom Hanson and Thelma Tadlock will be the team supplying the program's dance touches. Producer-director Bill Colleran is planning to use animation to link the program's segments.....Pat Boone will open his Chevy Showroom's second season on Oct 2, Thursday, 9-9:30pm NYT, over ABC, with the McGuire Sisters, Bert Wheeler and five of the nation's top jazz drummers in support. All of which suggests a shift in the program's audience appeal for the coming season. Bill Hobin will again be producer-director, with Bob Scheerer as associate. Tony Webster will join Jerry Seelen and Bill Gammie on the writing staff, while Mort Lindsey will direct the music, with Artie Malvin directing the choral group and Bill Foster will do the choreography for the group of six featured dancers.....Ken Williams as the barker and Bill Gale and his eight-piece orchestra will be part of NBC's new daily County Fair show, performing in the same roles as in the radio show of the same name from 1945 to 1950. Bert Parks will be m.c. for the program, which starts Sept 22, Monday thru Friday, 4:30-5pm NYT.....ABC will present Encounter, Canada's top-rated drama series, for four Sundays (longer if a sponsor shows interest), starting Oct 5, 9:30-10:30pm NYT, originating live in Toronto. The dramas will be produced by the CBC, with Esse W. Ljungh as supervising producer, and will be presented in the U. S. by Showcase Productions.

The George Gobel Show will spring a new regular feature this season in the form of The Petites, four sisters and a brother, ranging in age from 20 (the brother), down to 11 years. The vocal quintet got its start professionally in 1946 at a farm banquet in Iowa, their home state (family name, Pettit).....Phil Harris, long-time regular on the old Jack Benny radio show as a bandleader-comedian, will make his first appearance on Benny's TV program (nine years old) on Oct 5.....Jerry Lewis will have two one-hour specials over NBC during the fall, on Oct 18, Saturday, 9-10pm NYT and again on Dec 10, Wednesday, 9-10pm NYT. Each program will be one-half sponsored by U. S. Time Corp (Timex Watches) thru Peck Advertising Agency, Inc(NY).....Barbara Cook and Eddie Hodges of Broadway's "The Music Man," will be the first occupants of the guest segment on CBS' new version of Your Hit Parade, starting Oct 10, Friday, 7:30-8pm NYT.....Bob Henry will be the director of the new Milton Berle show on NBC.

